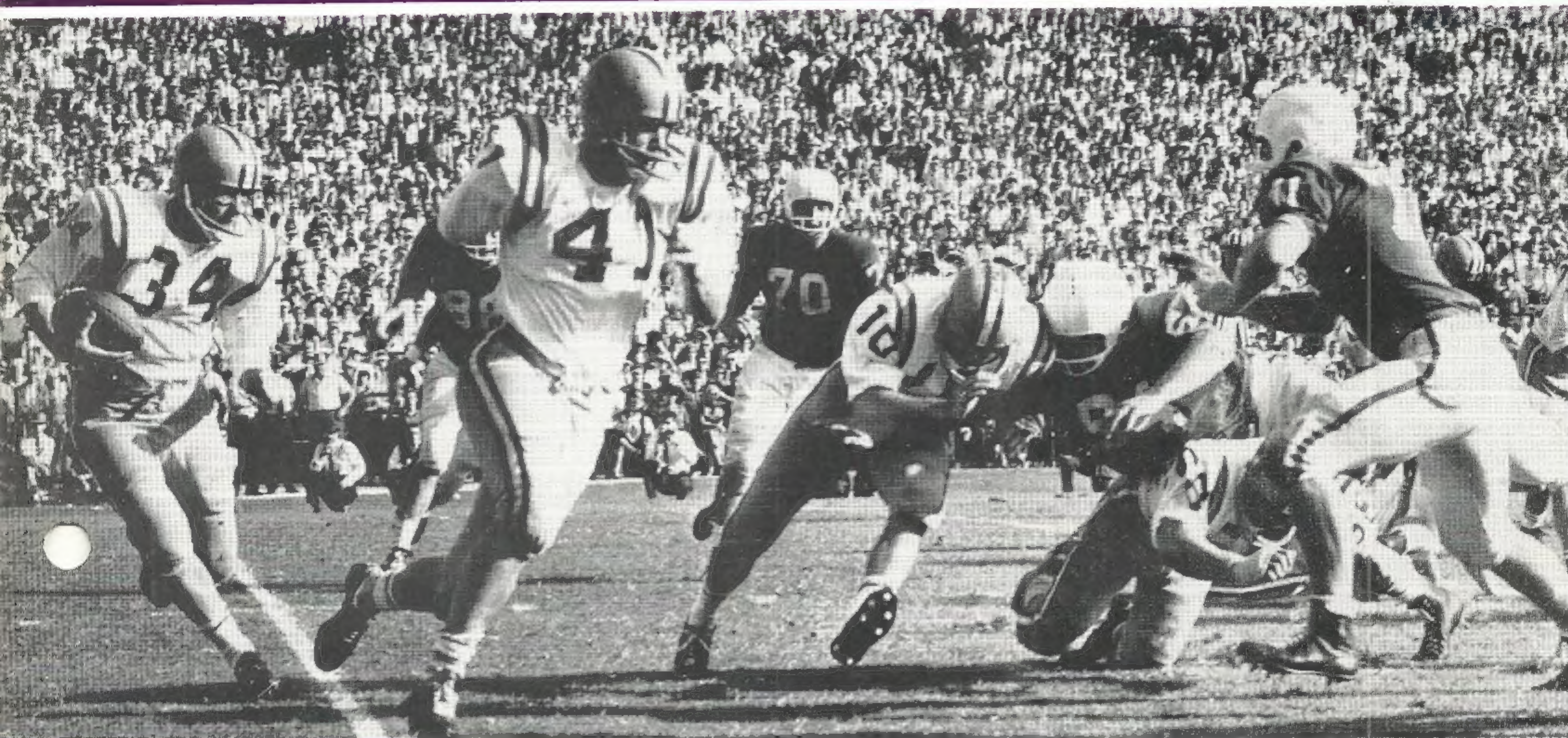


Plain Talk

GULF STATES UTILITIES COMPANY

SEPTEMBER, 1961



IN THIS ISSUE:

- Our Wonderful Waterways
- We're Co-Sponsors of 1961 LSU Football Broadcasts
- Employees Thrift Plan is Four Years Old





Plain Talks

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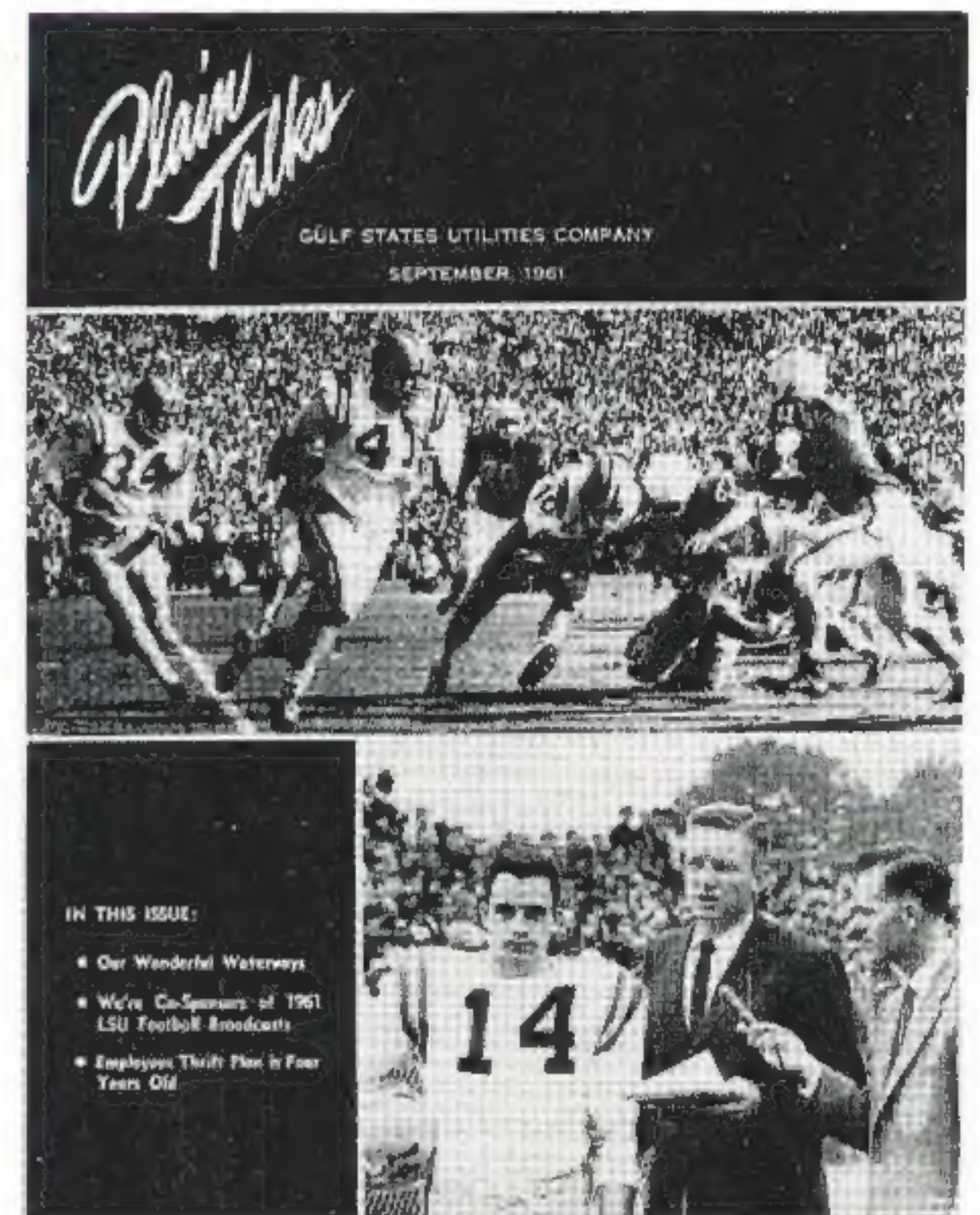
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L. Marshall	Line Department

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

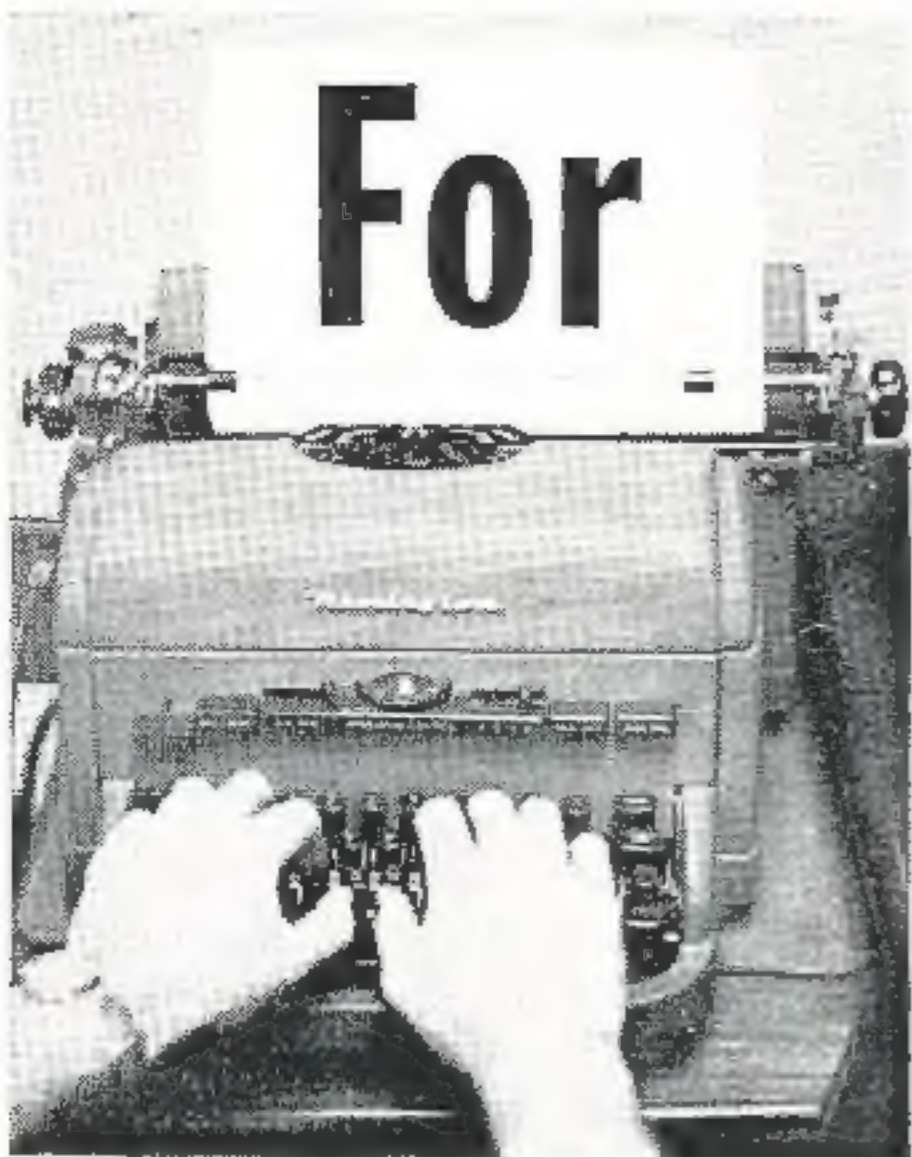
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OUR COVER

FALL—and footballs—are in the air. This football season our Company is associated with Louisiana State University and the Tiger football team. Along with four other investor-owned utility companies serving Louisiana, we will sponsor the radio broadcasts of the Tigers' ten 1961 football games. (See page 6). The action shot was made last year during the Tulane game in New Orleans. In the other picture, John Ferguson, right, who will announce the play-by-play action during the '61 season, interviews Jimmy Field, a former student at University High School in Baton Rouge and now an LSU quarterback; and Paul Dietzel, head coach for the Tigers, before last year's nationally televised game with Ole Miss in Oxford, Mississippi.



For Your Information...

Texas Home Customers To Pay Electric Use Tax

TEXAS electric consumers started paying a two per cent sales tax on power consumed for non-exempt purposes on meter readings made after September 15. Our Company's residential customers in Texas, which averaged 127,810 at the end of July, will pay an average of \$2.22 per year based on an average annual bill of \$111. On this basis, annual state revenues of \$283,738 would be derived from the sale of electricity to our Texas residential customers alone.



LAKE CHARLES HELPS BEAUMONT. Members of M. D. Byrd's line crew from Lake Charles are shown repairing our lines across Beaumont's Mobil Refinery tank farm. The line, which served parts of downtown Beaumont, was burned down about midnight September 11 when gas and oil floating atop the flood waters ignited. Crew members are J. A. Troille, A. Landry, E. F. Heard, G. R. Hayes, R. R. Gibson, Everett Chamberlain, J. C. Benoit, and L. N. Saltsman.

In Carla's aftermath . . .

Our System Not Badly Damaged; Gulf States Commended for Efforts

AS this issue goes to press Hurricane Carla has dwindled from "the most dangerous storm of the 20th century" to a gusty nuisance heading northeast out of Texas. Hurricane warnings, which extended from Florida to Mexico at one time, were called off for the time being.

While our system did not come through unscathed, Carla's biggest blows were absorbed by our neighbors to the west, who were as hard hit by Carla as we were by Audrey four years ago.

Our system, designed to withstand winds of hurricane force, stood up remarkably well. Damage was heavy but was caused mostly by windblown debris, breaking limbs, and drenching rains, which kept our electric operat-

ing crews busy around-the-clock restoring service. Baton Rouge and Lake Charles divisions were each able to dispatch two line crews to help their Texas colleagues rebuild lines in the Beaumont, Dayton and Navasota areas. The Gilchrist-High Island beach between Port Arthur and Galveston, familiar to many Gulf Staters, was reduced to a jumble of lumber, floating gas tanks, ruined furniture and appliances.

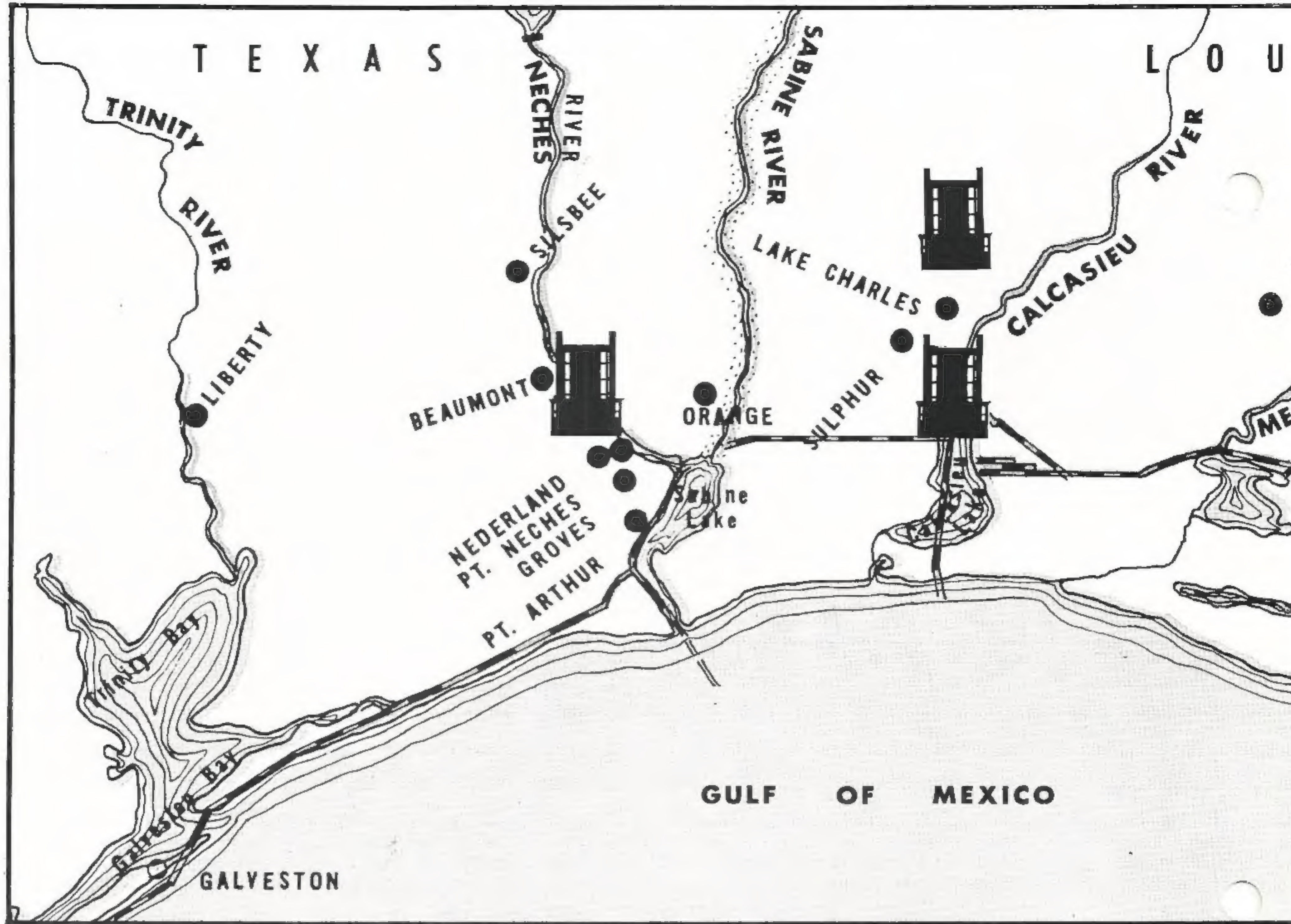
Many customers complimented the Company on the performance of hundreds of Gulf Staters who worked long hours under most difficult circumstances to get our service back to normal as quickly as possible. (See story from Beaumont Journal at left.)

—JST

The BAND WAGON

by BOB ALDRIDGE

CARLA STORIES . . .
 Mrs. Woodrow McClellan has a good word for the linesmen who repaired power lines during the hurricane crisis:
 "A tall tree fell on a power line in the back yard of our home, 5110 Laurel Monday, knocking out electric power in Maplewood Addition.
 "Linesmen were called and they skillfully cut the tree down and out from under the line. Then one of seven men bravely climbed the utility pole to repair a break."
PRAYED . . .
 "Just as he reached the top a back door slammed shut in the house next door . . . and he almost fell off the pole.
 "He immediately started whistling 'When they Ring Those Golden Bells.' It was monumentally humorous. But I prayed, and I'm sure others watching did too, for this courageous man as he connected the broken line to the high voltage one to give us Maplewoodians electric power again.
 "We citizens of this wonderful city owe an awful lot to such men who risk their lives for us in time of crisis."
 A Prayerful Observer.



Area's agriculture, industries and generating stations depend on . . .

WATER, PORTS & WATERWAYS

EVER since civilization began, man has depended on the world's waterways for transportation, irrigation and a source of power.

Whenever man gathered together in social living groups it was beside a water source, a lake, a stream, a river, or the seashore. The early cities of Europe and Asia sprang up along the Euphrates, Ganges, Yangtze, Nile, Po, Tiber, Elbe, Rhine, Seine, Thames, Danube, and Kiev Rivers.

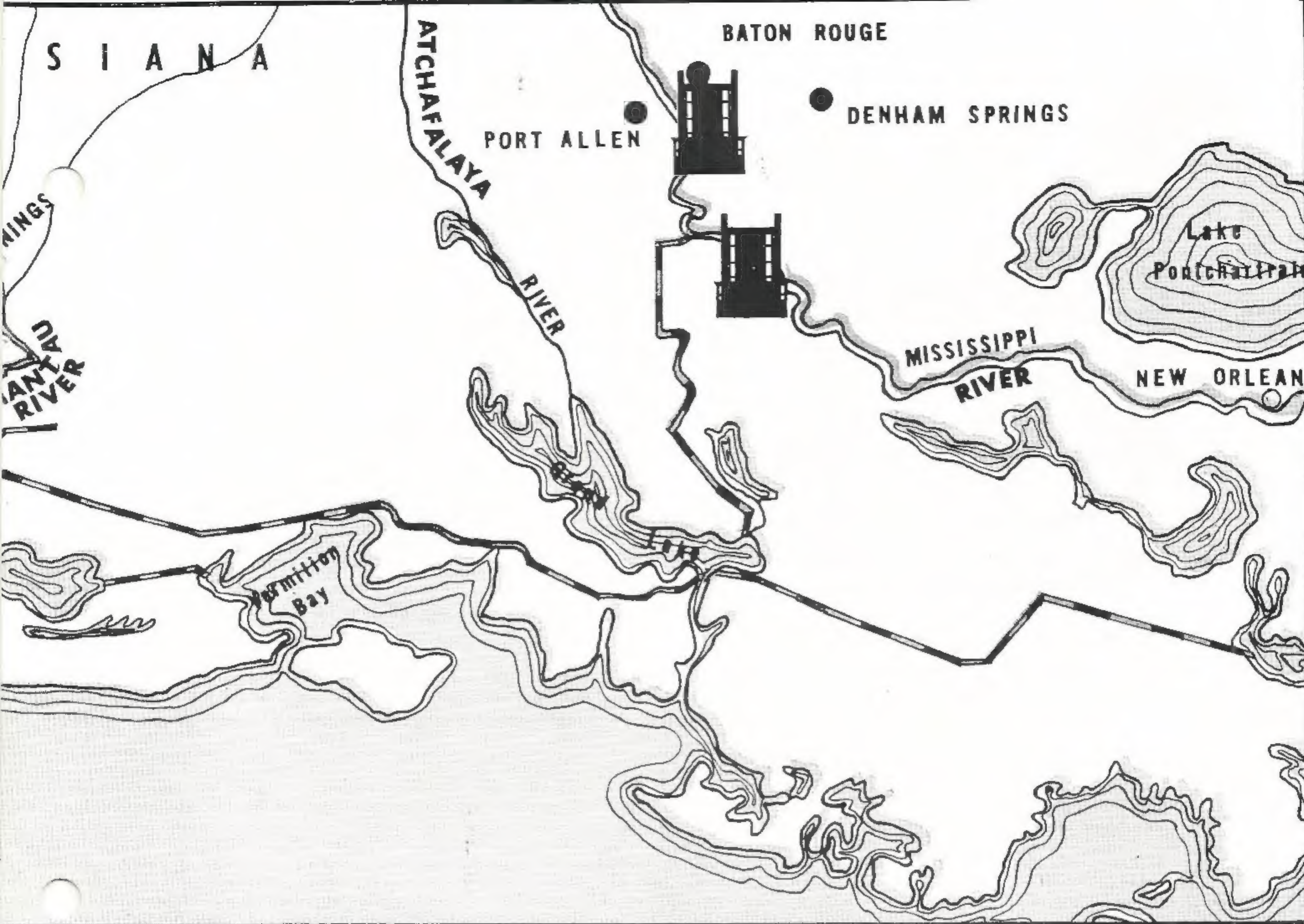
In the new world, the explorers, conquistadores, frontiersmen, and settlers followed the rivers as they moved inland from the seacoasts. Many of the towns and cities along the Mississippi, Mermentau, Calcasieu, Sabine, Neches, and Trinity Rivers have grown from settlements founded by steamboat captains.

In this issue, PLAIN TALKS will start a series of articles paying tribute to the waterways and the ports of our service area and the role they have played in the industrial growth of this section of Texas and Louisiana.

Water Supply a Blessing

For the sportsman, the quantities of water in our service area mean an abundance of fish and the joy of boating or water skiing. For our Company, it's a blessing because our power plants need large quantities of water for the boilers—all of them are situated near a lake or river.

How much water is here? Well, every day, approximately 500 billion gallons of water flow through our area into the Gulf of Mexico. The



water drains from North and west Texas into the Golden Triangle area; in Louisiana, the mighty Mississippi is the giant water artery.

Does that make us fortunate? You bet it does. Our highly industrialized area could not be what it is today without water because: (1) water is essential for most industries, and (2) water transportation is still the most economical, dependable way to ship heavy, extra-large or big-volume cargo to and from the world's markets.

Huge Tonnage Handled by Ports

Ships of every free nation, heavy with the goods of international commerce, sail toward this area, confident that trading will be brisk. And although many U.S. ports handled lower tonnages and smaller dollar volumes in 1960, ports in our service area enjoyed gains, even set records.

The ports in main cities that we serve are the passageways for goods imported and exported. In Louisiana, there are two main ports in our service area. The Port of Baton Rouge handles 25 million tons of cargo a year and the Port of Lake Charles, 871,294 tons a year. In Texas, ports in the Golden Triangle area handle over 50 million tons of freight a year. They operate on a common waterway—the

Sabine-Neches ship channels—and also receive barge traffic from the Intracoastal Waterway.

What does this large volume of cargo mean to our area? According to the U.S. Corps of Engineers, each ton of cargo generates about \$10 of revenue in the area through which it passes. That means that cargo through our main ports brings to the area we serve at least \$750,000,000 of business each year.

The only way refineries and petrochemical plants in our area can maintain their competitive position with other refineries on other waterways is to be able to transport their products economically to the Eastern Seaboard and other points of distribution. Our waterways help them do this, and so we can anticipate the construction of more and more petroleum-chemical plants along the Gulf Coast, because of this economic advantage.

So water and water transportation are basic to the healthy economy of our service area, (not to discount the importance of the original discoveries of oil here). Therefore, expanded traffic on the waterways can mean an expanded economy with more jobs, more goods and more business.

(Next month—the Port Baton Rouge)



"HAPPY Birthday to You. . . ."

How many times have you sung this little verse or had it sung to you? Too many times to be counted?

Well, there is a group of employees in our Company which doesn't mind hearing this song each year. It doesn't mean that they are getting a year older, but a year richer. They are the 2,320 members who participate in our Employee's Thrift Plan which, on August 1, celebrated its fourth anniversary.

During its first four years the Thrift Plan has built itself an impressive record. When the 1961 fiscal year ended July 31:

- A total of \$3,061,577.13 in contributions had been placed in trust through participation in the Thrift Plan.
- A total of \$734,651.09 in contributions had been deposited with the Savings Department of the First National Bank of Beaumont by the Trustee of the Thrift Plan.
- Over the four year period the Trustee purchased 3,567 shares of \$4.40 Preferred Stock. These shares cost a total of \$325,140.24 or an average cost of \$91.152 per share. On July 31, there was on hand \$16,740.16 in uninvested cash allocated to Preferred Stock purchases.
- The Trustee also purchased 63,919 shares of Common Stock for a total of \$1,908,795.13. This stock cost an average of \$29.862 per share. As of July 31, uninvested cash allocated to Common Stock purchases amounted to \$76,520.51.
- A combined total dividend of \$154,808.80 has

*Employees' Thrift Plan
celebrates its . . .*

Fourth Birthday

been paid on the Common and Preferred Stock purchased through deductions and contributions to the Plan.

- Interest amounting to \$37,719.00 was paid on contributions deposited in savings.
- A total of 2320 employees are participating in the Plan. This includes 371 employees on suspension. There were 2590 employees eligible for participation. On July 31, our Company had 2877 regular employees on its payroll.
- Out of the 1,949 active participants (excluding 371 suspensions) in the plan, 1,150 or 59% were contributing 6% of their base annual payroll, while 233 or 12% were participating on the 4% basis, and 566 or 29% contributed 2%.
- The base annual payroll (excluding overtime) for the participating employees was \$12,691,254.00; 4.75%, or \$603,072, of this base annual payroll was contributed to the Plan.
- The Trustee has been directed by 1209 members to invest their contributions in Common Stock; 164 directed their investments be made in Preferred Stock; 797 have their deductions placed in savings; and 150 participate in combinations of two or more of the available options.

The Trustee during August purchased 1,173 shares of common stock at a total cost of \$47,251.20 or an average cost of \$40.282353 per share. Also purchased were 68 shares of \$4.40 preferred stock for \$6,242.00, an average of \$9.79412 per share.

The Trustee deposited \$14,654.71 with the Savings Department of the First National Bank in Beaumont.

These purchases covered employee deductions and Company contributions through July.



APPLIANCES BY THE CAR LOAD. This was the scene in Lake Charles recently when this rail carload of appliances was received for placement in the home economics departments of 55 schools throughout the Lake Charles Division.

Inspecting the ranges and refrigerators as they were being unloaded are, center, Fred Brumfield, residential sales representative, Ernestine Richard, home service advisor and Theodore Matte, storeroom assistant on the fork lift.

Our Company's school range program helps home economics students become . . .

Homemakers of the Future

SUMMER vacation has ended and the school children are back to their

task of gaining knowledge and wisdom.

In today's modern schools, all skills and subjects aren't learned from a textbook. A number of courses are offered which involve practical experience as well as textbook knowledge.

One of the most popular courses of this nature is home economics, offered in nearly every high school in the land. And as you might expect, a great deal of work is involved in earning the necessary credits for this course.

One of the most popular phases in home economics is the training and experience future homemakers receive in cooking skills.

Plays Important Role

Our Company plays an important role in teaching home economics through the loan of modern electric ranges and through the extensive school demonstration program conducted by the Home Service Department.

These ranges are placed by our Com-

pany in every high school offering home economics in our service area. The ranges are loaned to the schools free of charge and are replaced as often as we feel newer models are needed to give the school the latest developments in such equipment.

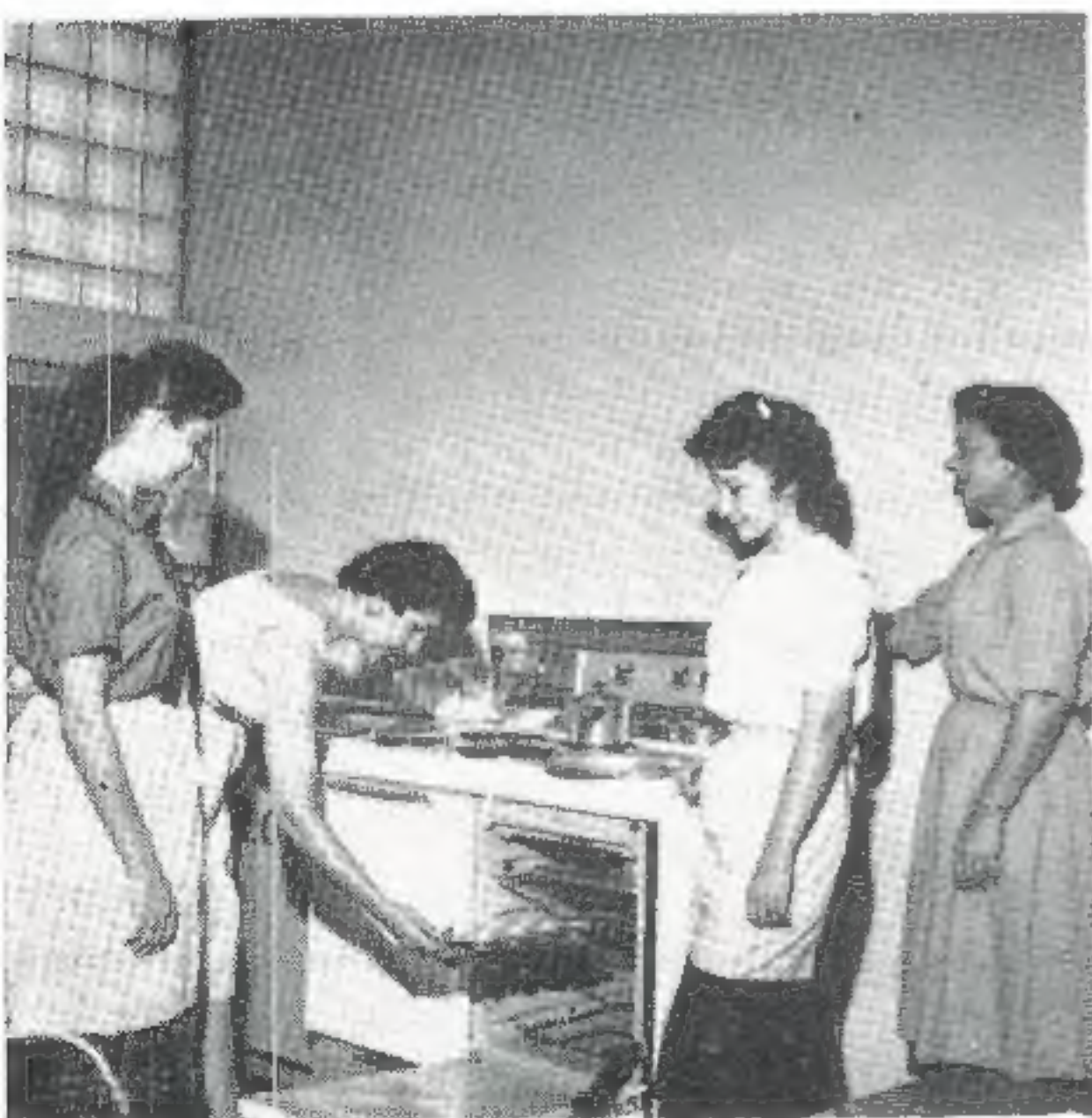
Our Lake Charles Division Schools and McNeese State College participate in an exchange program whereby additional electrical appliances are installed yearly to aid home economics teachers with their instruction. In this district, schools teach the proper use and care of electric refrigerators, freezers, washers, dryers, and other electrical appliances used by the modern home-maker.

An Effective Sales Tool

"Having modern up-to-date electric appliances in the schools gives the students an opportunity to become thoroughly familiar with their operation and excellent performance. It is one of the most effective sales tools we use," said Leonora O'Neil, home service director, Beaumont.

The company finds a ready market for the ranges which are replaced. In many instances they are bought by members of the school faculty.

"The fine co-operation we receive from the various appliance manufacturers makes possible this excellent school program," said Vic Gayle, system residential sales superintendent, Beaumont. The new ranges are specially priced to our Company by the manufacturers participating in this program, with different brands being placed in the schools on an alternating basis."



NEW RANGE IN SCHOOL. Mrs. Myrtis Thigpen, home economics instructor at Lake Charles High School, demonstrates one of the department's new electric ranges to senior students, Paula Edge and Ann Garrett as Ernestine Richard, our Company's home service advisor, looks on. Our sponsorship of this program gives students a close look at all-electric living.



KITCHEN OPERATORS OF TOMORROW. In addition to the work our home service advisors do with high school home economics classes and adult groups, use of electrical appliances are also demonstrated to youngsters such as this group of Bluebirds receiving a lesson in the operation of an electric range by Mrs. Anita Pipkin, home service advisor in Navasota.

*When evening comes . . .
and shadows fall . . .
the lights go on . . .*

Let's Have Football!



FOOTBALL'S EARLY DAYS. How the football picture has changed since this photograph was made around 1890 of one of football's most controversial formations—the flying wedge. One of the game's early plays, it caused many people to attack football for its brutality. The flying wedge was outlawed as the game developed in the early 20th Century. Much is owed to Walter Camp, father of American Football, and the football associations for making

the game safer. New plays and formations, better uniforms, regulation playing fields and rules governing the game were introduced. Radio and television brought the game into the home. The installation of lights in most of the country's stadiums has added a new look to the football picture—the night game. This year the colleges and universities located in our service area will play 25 home games under the lights.

THE last few days there has been a faint damp, cool, smell in the air and someone remarked one morning, "There is a feel of fall in the air."

Before long there will be color in the woods and against the sky, a slight haze from burning leaves. From the front lawns, the vacant lots and the high school stadium comes the sound of signals being called.

Plans are being made to attend the "big one" by LSU, Texas A&M, Lamar Tech, McNeese and Sam Houston fans in our area. Fall and football season are here for another year.

College Play Popularized Game

Football is the only American sport developed and popularized through college play. In 1876, representatives of Harvard, Yale, Princeton and Columbia formally adopted a set of rules similar to those governing the English Rugby Union.

Slowly a distinctly American game emerged, the number of players was reduced from 15 to 11, and they were assigned specific positions. Modern scrimmage was introduced; rules for running, kicking and passing were modified.

By 1890, the Army-Navy rivalry had been established; other colleges around the country began challenging the supremacy of the Eastern schools. Each big contest was the social event of the season. College football came to GSU-land in 1893, when Louisiana State University played their first football game with Tulane.

In its early days football had as many opponents as enthusiasts. It was the day of the flying wedge and other mass plays. The game was attacked for its brutality. Several journalists claimed colleges were producing a generation of ruffians.

Sam Houston Huntsville

Louisiana College at Huntsville	Sept. 16*
Corpus Christi at Corpus Christi	Sept. 23
Howard Payne at Huntsville	Oct. 7*
East Texas State at Commerce	Oct. 14*
Texas A&I at Huntsville	Oct. 21*
Southwest Texas State at San Marcos	Oct. 28
Sul Ross at Huntsville	Nov. 4
S. F. Austin at Nacogdoches	Nov. 11
Lamar Tech at Huntsville	Nov. 18

* Denotes night games

Lamar Tech Beaumont

Northeast Louisiana at Beaumont	Sept. 23*
Abilene Christian at Abilene	Sept. 30*
S.F. Austin at Beaumont	Oct. 7*
Sul Ross at Beaumont	Oct. 14*
Southwest Texas at San Marcos	Oct. 21*
Howard Payne at Beaumont	Oct. 28*
Texas A&I at Kingsville	Nov. 4*
East Texas State at Beaumont	Nov. 11*
Sam Houston at Huntsville	Nov. 18
Mexico Poly at Monterey	Dec. 2

Louisiana State University Baton Rouge

Rice at Houston	Sept. 23*
Texas A&M at Baton Rouge	Sept. 30*
Georgia Tech at Baton Rouge	Oct. 7
South Carolina at Columbia	Oct. 14
Kentucky at Baton Rouge	Oct. 21*
Florida at Gainesville	Oct. 28
Mississippi at Baton Rouge	Nov. 4*
North Carolina at Chapel Hill	Nov. 11
Mississippi State at Baton Rouge	Nov. 18*
Tulane at Baton Rouge	Nov. 25

Among defenders of the game were Teddy Roosevelt and Walter Camp, the father of American football. Under Camp's leadership, football became a safer, more exciting game. He introduced the forward pass in 1906 and the ten-yards-in-four-downs rule.

Regains Prestige

The sport began to regain prestige, and when the Yale Bowl was opened in 1914, the imagination of the public was recaptured. The 25-acre concrete amphitheatre with its 80,000 capacity is still one of the centers of the football world.

While colleges were packing them in at the Saturday classics, pro football was having its growing pains. Not until the end of the 1920's did professionals gain "respectability," and if it hadn't been for four men—Joe E. Carr, George Halas, Tim Mara and Harold (Red) Grange, they might have had a longer wait.

Halas—end, captain, coach and owner of the Chicago Bears relentlessly led his Monsters of the Midway to championship after championship, electrifying the Midwest. Carr built a powerful National Football League. Mara, who'd never seen a football game before 1925, bought the New York City franchise that year for \$2,500, bringing pro-ball to the big city. And Grange—All-American halfback in 1923, '24 and '25—joined the Chicago Bears in 1925. The "Galloping Ghost" started his football career on the seventh freshman team at Illinois—was a regular within a week.

Not too many years ago, television brought the game, already made popular with the stay-at-home crowds by radio into the living room. Saturdays were given over to watching the favorite team play.

Company to Co-Sponsor LSU Football Broadcasts

STARTING with the Rice game at Houston, September 23 at 8 p.m., our company will join with four other investor-owned utility companies serving Louisiana in sponsoring live radio broadcasts of the 10 Louisiana State University football games.

Seven Louisiana radio stations comprising the LSU Football Network will air the games and other stations throughout the South may also carry the broadcasts. Last year an average audience of 1,500,000 listened to each game, making the Saturday night clashes "prime" radio time. The stations comprising "The LSU Football Network" are:

WAIL, Baton Rouge; WWL, New Orleans; KLOU, Lake Charles; KXKW, Lafayette; KEEL, Shreveport; KNUE, Monroe; WIKC, Bogalusa and KALB, Alexandria.

Participating with us in the radio broadcasts are Louisiana Power and Light Company, Southwestern Electric Power Company, Central Louisiana Electric Company and New Orleans Public Service, Incorporated.

The companies will utilize announcements to tell listeners of the ways the service provided by investor-owned utilities is helping Louisiana to grow and prosper.

This fall a single game will be watched by more people than can be seated in the college and university stadiums across the country. Today's college and pro gridiron favorites—Cannon, Layne, Walker, Stovall, and Flowers—enjoy nationwide popularity because of television, but when the opening kick-offs sail into the air stadiums around the country—as in the days of Thorpe, Grange, Camp and Rockne—will again explode with the roar of cheering thousands.

Fall and the college football season may be just around the corner. But in our section of the country the two

never arrive at the same time. Fall fashions and summer weather don't mix—neither does "hitting the line."

Temperatures on Saturday afternoons in September and early October can be uncomfortable for both the players and the spectators. So, in order to enjoy the fall temperatures that come with sundown, more and more games are played at night under the lights. This year the six university and college teams—LSU, Lamar Tech, Sam Houston State, McNeese State, USL, and Southern University—in our service area, will play 25 of their home games at night.

McNeese

Lake Charles

Pensacola NAS at	
Lake Charles	Sept. 16*
Louisiana Tech at	
Lake Charles	Sept. 30*
Arlington State at	
Lake Charles	Oct. 7*
Northeast Louisiana at	
Monroe	Oct. 14*
Mexico Poly at Monterey	Oct. 21*
Louisiana College at Pineville	Oct. 28*
Northwest Louisiana at	
Natchitoches	Nov. 4
Southeastern Louisiana at	
Lake Charles	Nov. 11*
Southwestern Louisiana at	
Lafayette	Nov. 18*

Southwestern Louisiana

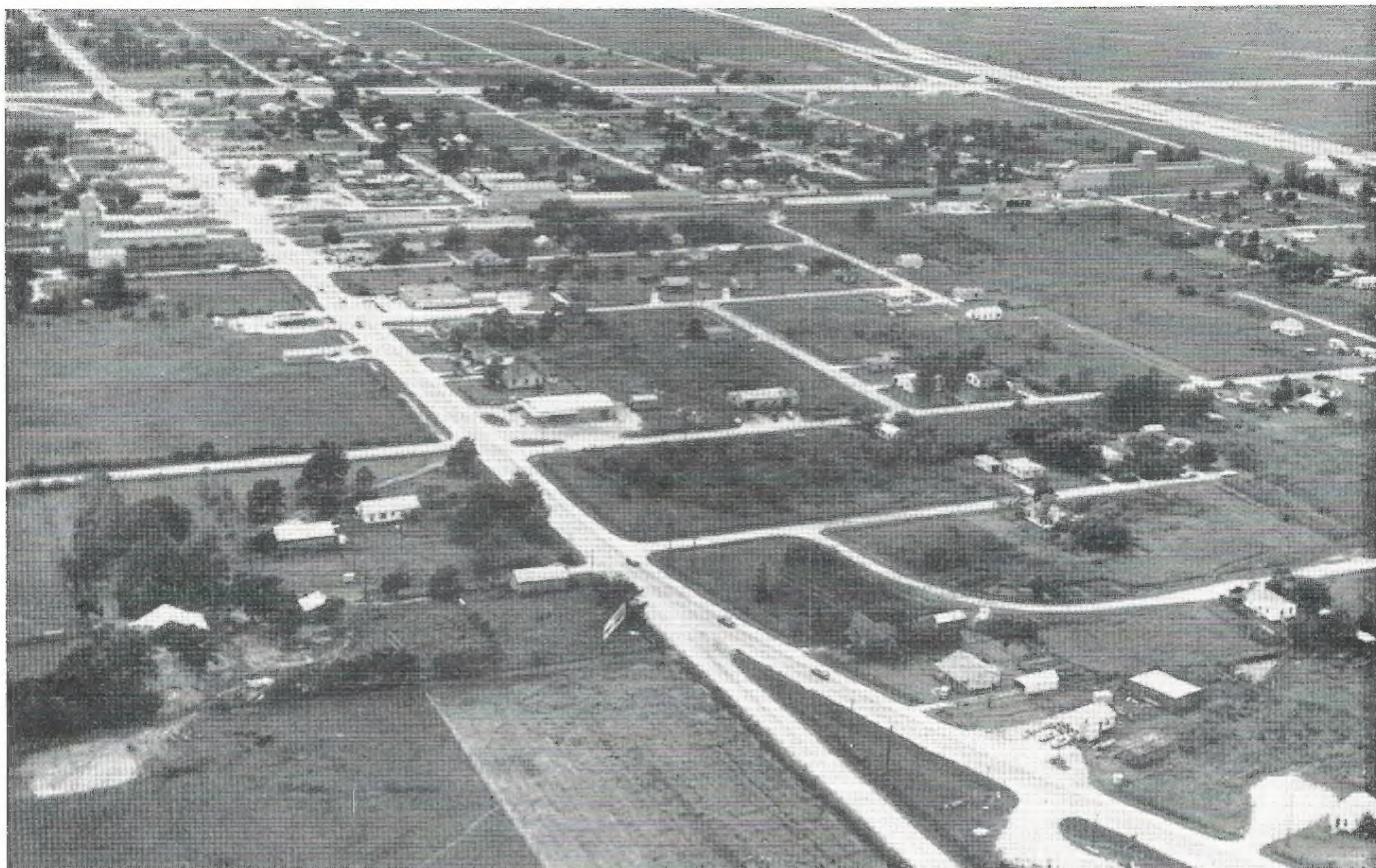
Lafayette

Southeastern Louisiana at	
Hammond	Sept. 16*
Arlington State at Arlington	Sept. 23*
Mississippi Southern at	
Lafayette	Sept. 30*
Louisiana Tech at Ruston	Oct. 7*
Louisiana College at	
Lafayette	Oct. 21*
Northeast Louisiana at	
Shreveport	Oct. 28*
Pensacola NAS at Pensacola	Nov. 4*
Northwest Louisiana at	
Lafayette	Nov. 11*
McNeese State at Lafayette	Nov. 18*
Henderson State at	
Lafayette	Nov. 25*

Southern University

Baton Rouge

Texas Southern at	
Baton Rouge	Sept. 23*
Grambling at Grambling	Sept. 30
Dillard at Baton Rouge	Oct. 7*
Arkansas AM&N at	
Baton Rouge	Oct. 14
Jackson State at Mobile	Oct. 21
Texas College at	
Baton Rouge	Oct. 28*
Tennessee State at	
Baton Rouge	Nov. 4
Wiley at Marshall	Nov. 11
Florida A&M at Tallahassee	Nov. 18
Prairie View at Baton Rouge	Nov. 25



COMMUNITY CROSSROADS. At left is Highway 124, connecting Beaumont and Galveston, one of the main reasons for the area's growth. Upper right is the intersection of Interstate 10, which provides a

shorter route to Beaumont and Highway 73, leading to more traffic between Houston and Port Arthur. This highway network has brought rural living nearer to the industrial center.

The communities of Winnie-Stowell, Texas, make up . . .

A Fast Growing Area

SITUATED in the northeastern corner of Chambers County are the thriving little towns of Winnie and Stowell comprising one of the fastest growing areas in the Texas Gulf Coast area we serve.

The town of Stowell was named for an engineer of the Santa Fe Railway who built the railway through the county. Winnie, long a center of rice farming, ranching, gas and oil production, fishing and trapping activities, six years ago began changing from a rural community to a nucleus of small businesses and industries.

Main factors contributing to this rapid growth include highways now under construction. A super highway (Interstate 10) will make Winnie the crossroads for three highways: State Highway 124, will connect Beaumont and Galveston; Highway 73, nearing completion, will provide fast through travel between Houston and Port Arthur; and Interstate 10, will provide a shorter route to Beaumont.

Also contributing to this transition has been the progressiveness of the people. Through their "plan-for-the-future" outlook, many have opened busi-

nesses and shops providing services that formerly were to be found only in the larger cities of neighboring counties.

Growing Pains Not Neglected

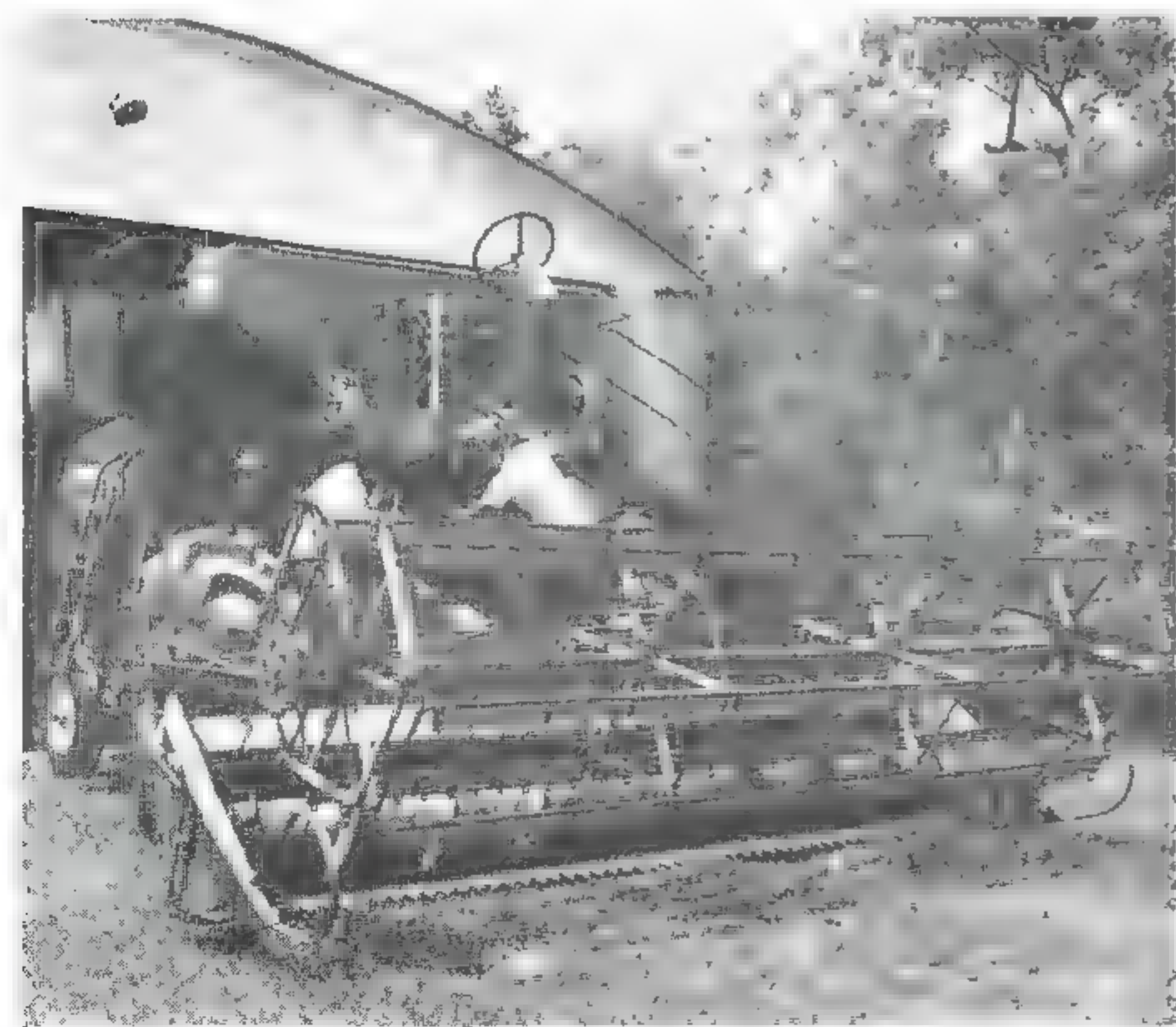
As the people became aware of the growth potential of their area, they organized an Area Development Association to assist new businesses and small industries interested in locating in Winnie. Van McBride, local electrician who serves as vice-president of the Association, and Rev. Eldon L. Reed, pastor of the First Methodist Church, were instrumental in forming the association.

Through their efforts, and with a welcomed assist by Aubrey Sprawls, area development engineer with our Company, the association prepared an attractive brochure containing facts and information of interest to persons desiring to locate in the Winnie-Stowell area.

"Businesses in the town are improving and expanding," said Charlie Jones, Jr., local rice farmer and businessman. As an example, he cited the 50% increase in business establishments planned by Elmo Henderson, one of the owners of the Beachway Shopping Center. He also pointed to the recent opening of Gulf Lanes, Inc., an elegant \$200,000 all-electric combination bowling alley and restaurant serving the Winnie area.

Rich In Resources

Another major project for the area, scheduled for completion the latter part of 1961, is the laying



PREPARE FOR HARVEST. Charlie Jones, Jr., Chambers County rice farmer, and his son, Chuck, prepare one of their combines for rice harvest. Some 40,000 acres of rice, planted annually, produce approximately 16,640,000 pounds of the golden grain. Several local large rice driers and numerous home drying and storage systems are in Winnie.



TOWN'S PRIDE & JOY. In the foreground is a focal point of pride for area citizens, the Winnie-Stowell school. The modern school boasts 50 teachers for approximately 900 students and recently completed an expansion program financed by a \$680,000 bond issue.

of the 1,080 mile Transcontinental Gas pipeline which, each day at capacity, will carry some 60,000 barrels of liquid petroleum gas from the Gulf Coast to nine Southern states.

Texas Gas Corporation's natural gas and gasoline plant, just across the county line, also contributes much to the growth and progress of the community. Many local residents are employed there and gasoline from the plant is sold at area service stations.

Oil was first discovered in the eastern part of the county in 1935 and since that time has played a major role in the area's economic growth. Companies operating in the area are Sun Oil, Texas Co., Phillips Petroleum Co., Humble, Gulf, and several independents.

Problems To Be Solved

While the future looks rosy for Winnie-Stowell and approximately 4,500 people living in the immediate area, the town is not without its problems. Gordon Hulgán, Jr., vice president of the Gulf Coast State Bank, summarized the situation facing the town when he said, "Our biggest problem is the lack of city government. In addition to needing zoning restrictions and a proper tax structure, we need various types of city and community organizations such as a chamber of commerce to help guide our expansion, rather than have our growth resemble that of Topsy, who 'just grew.'"

"These are important items which we must consider, for our area is growing, there's no doubt about it, and it will continue to grow, either because of or in spite of, our help. It's up to us to decide which it will be."

Continued on next page

Kenneth Devillier, the bank's cashier, said, "Last year there were 89 new homes constructed in the Winnie-Stowell area. In addition to attracting new families who work in our area, many families are moving here from Beaumont and Port Arthur and commuting to their jobs in those cities. In most cases they do this to escape higher taxes and to obtain a larger homestead for a similar amount of investment.

"While it may be 25-30 miles to their jobs, in many cases these people can get to work faster from Winnie than they could when they lived in the city, thanks to good highways and the network of good farm-to-market roads."

Its natural resources, strategic location and progressive spirit assure the Winnie-Stowell area of becoming one of the brighter spots in the galaxy of stars forming along the booming Gulf Coast area of Texas-Louisiana.



DISCUSS AREA GROWTH. Kenneth Devillier, left, cashier at the Gulf Coast State Bank; Bill McBride, local farmer and rancher; Clifford Meaux, our Company's district service man; and Gordon Hulkan, Jr., vice president of the bank, pause from their busy work schedules to discuss Winnie's growth potential.



ALL-ELECTRIC BOWLING LANES. George Stobart, Jr., left, Jess Matthews, center, and Mr. Meaux, right, relax in the cool, comfortable elegance of the new \$200,000 Gulf Lanes, Inc. This modern recreation center,

cooled and heated by a 10 and a 15 ton flameless electric heat pump, includes a fine restaurant, featuring tasty foods prepared in the all-electric kitchens.

*In Navasota, it's away
with the old way of
cooling as the . . .*

Medical Center Goes All - Electric



AWAY WITH THE OLD. Workmen at the Navasota Medical Center are shown with a portion of the old duct work and Serval gas units that

were replaced by the Lennox and GE flameless, electric heat pumps. Doctors in the clinic are happy about the conversion to electricity.

SELLING the "live better . . . electrically" idea requires persistence. And sales personnel, no matter what product or service they sell, often hear that age-old slogan of the sales world, "Never give up, even though you may have lost the sale."

This basic commandment of selling is good advice, members of our sales staff in Navasota will quickly testify. These folks had the pleasure of selling a good customer on the idea of replacing gas units with flameless, electric heat pumps. They have the additional satisfaction of knowing the electric units are doing a better job for the customer.

According to Bill Richard, industrial and area development engineer for the

Navasota Division, the sale that bears out our slogan "the electric way is the better way" happened recently at Navasota's Medical Center, built in 1948 by Dr. S. D. Coleman.

First Unit Improperly Installed

"At the time of its construction," Mr. Richard said, "the facilities of this new and modern clinic included a 10-ton electric unit. Unfortunately, the unit and its duct work were improperly installed and poorly insulated. Vibration from the unit was so bad the doctors couldn't hear their patient's heart-beats through a stethoscope. What's more, the unit was too small for the job required.

"In April, 1952, this electrical unit

was replaced with two 5-ton Serval gas units, and a third gas unit was later installed when the building was enlarged. These units proved unsatisfactory and failed to meet the needs of the clinic.

"In June, 1960," Mr. Richard continued, "a four ton GE heat pump was installed to properly heat and cool the clinic's pharmacy and waiting rooms, with the duct work for these areas isolated from that of the gas units.

"The doctors at the clinic were highly pleased with the results and operation of this heat pump. In fact, they were so impressed with its performance that in March, 1961, three 5-ton Lennox heat pumps were installed at the clinic, and the three Serval gas units were junked.

"Removal of these gas units and installation of the heat pumps on the building's roof made available some 200 square feet of floor space for an additional office," Mr. Richard added.

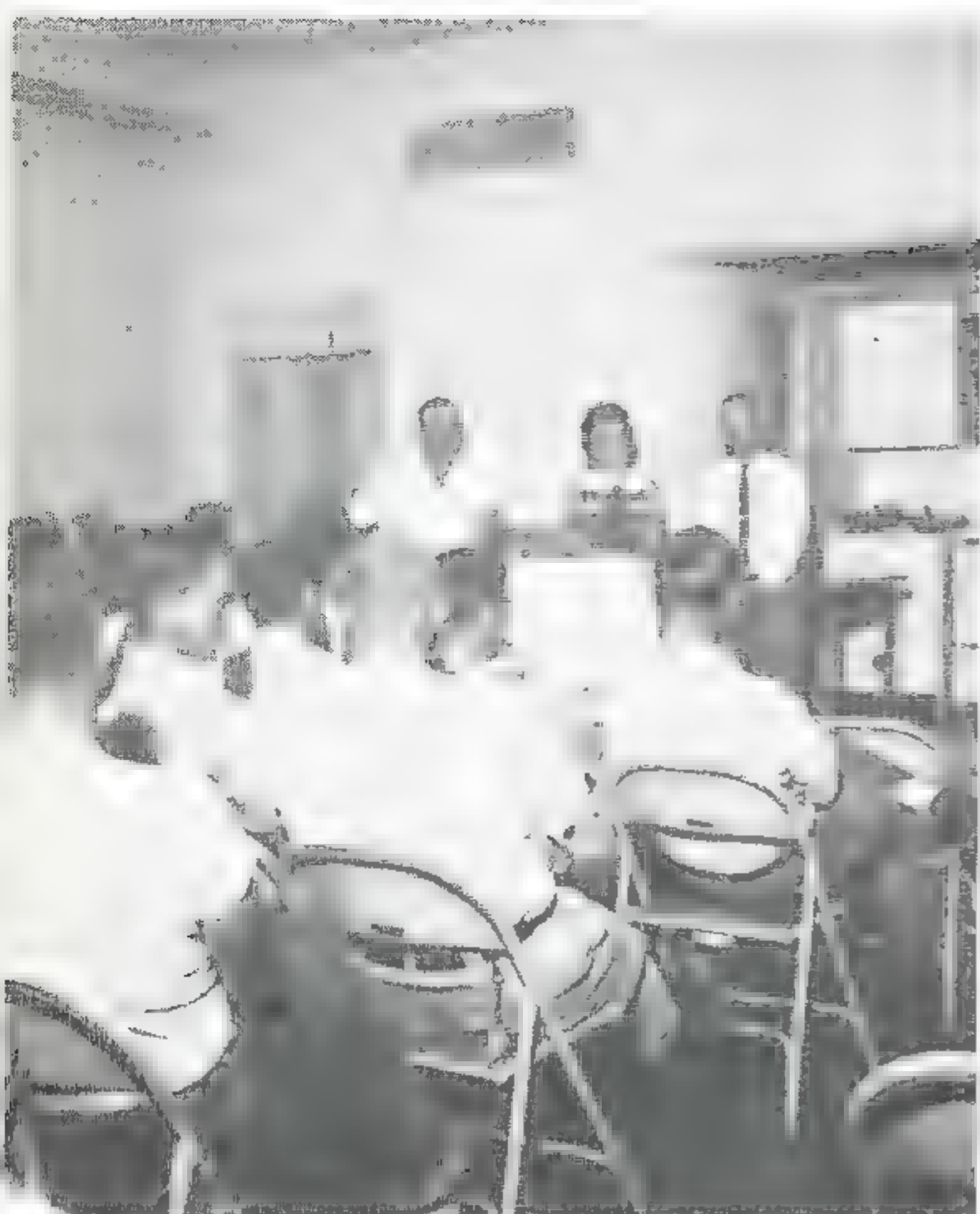
"We all worked on his sale at one time or another," Mr. Richard said, "and attribute much of our success in selling year-round electric heating and cooling to the clinic to Dr. W. S. Conkling of the clinic's staff." Dr. Conkling has two electric heat pumps in his home and is most satisfied with their performance. "His experience with heat pumps was of inestimable value in our regaining business that once appeared lost for good," Mr. Richard concluded.

It's small wonder the Navasota sales people put so much stock in the old slogan, "Never give up . . .", especially with experiences such as this.



CONVENIENT ROOFTOP INSTALLATION. Installation of the Medical Center's four all-electric heat pumps on the building's roof provided an additional

200 square feet of floor space for another office and easy access for maintenance. Doctors are pleased with performance.



Safety Princesses visit . . .

SAFETY MEETINGS

. . . seeking the support of their co-workers in keeping each

Division's safety record intact by being safe. Of course, each

girl wants to be named "Safety Queen" in December. So help

her — be safe !!

FORMAL SAFETY MEETING. Nina Ruth Rhodes, Navasota's Safety Queen candidate, pays a visit to safety meeting of the Navasota T&D to help promote safety and to get their support in her race to become Safety Queen by not having any lost time accidents. Al Baird, right, operating superintendent, introduces Miss Rhodes to the group. Visiting the meetings was Frank Jones, left, safety director, Beaumont.



TAILGATE CONFERENCE. Jo Anne Landry, Port Arthur's Safety Princess, listens as C. C. Roper, line foreman, left, conducts a tailgate conference with members of his line crew; J. G. Jennings, J. Hall, E. L. Pool, J. M. Bellair, A. O. McLaughlin and L. W. Lumpkin. Such conferences train the crew to do their job safely.

MINUTE SAFETY MEETING. Robert Tyler, serviceman, Sulphur, conducts a minute safety meeting for the employees of Sulphur District Office. Attending the class are: front row: Joyce Faulk, cashier, Lake Charles Division's Safety Princess, Roy Bagwell and M. L. Rushing, servicemen, second row: Phillip LeDoux, residential sales representative, George Gilmore, district superintendent, and George Hayes, lineman; third row: Guy Settoon, serviceman, and Luther Mosier, commercial sales representative.



SUPERVISOR SAFETY CONFERENCE. Hazel Johnson, Neches Station, Beaumont Division's Safety Princess, dropped in on an on-the-job supervisor safety conference being conducted by W. A. Whitten, superintendent, Neches Station, for P. H. Henckel, maintenance engineer, and G. G. Hall, electrical maintenance supervisor. Andy Poulson, safety representative, Texas Operations, also paid a visit to the conference.



ON THE JOB VISIT. Carolyn St. Amant, home service advisor and Baton Rouge Division's Safety Princess, visits a substation crew as they work on an underground substation. Miss St. Amant is shown some of the safety devices used by the crew when they work underground. M. C. McCormick, substation foreman, conducted Miss St. Amant on her tour.



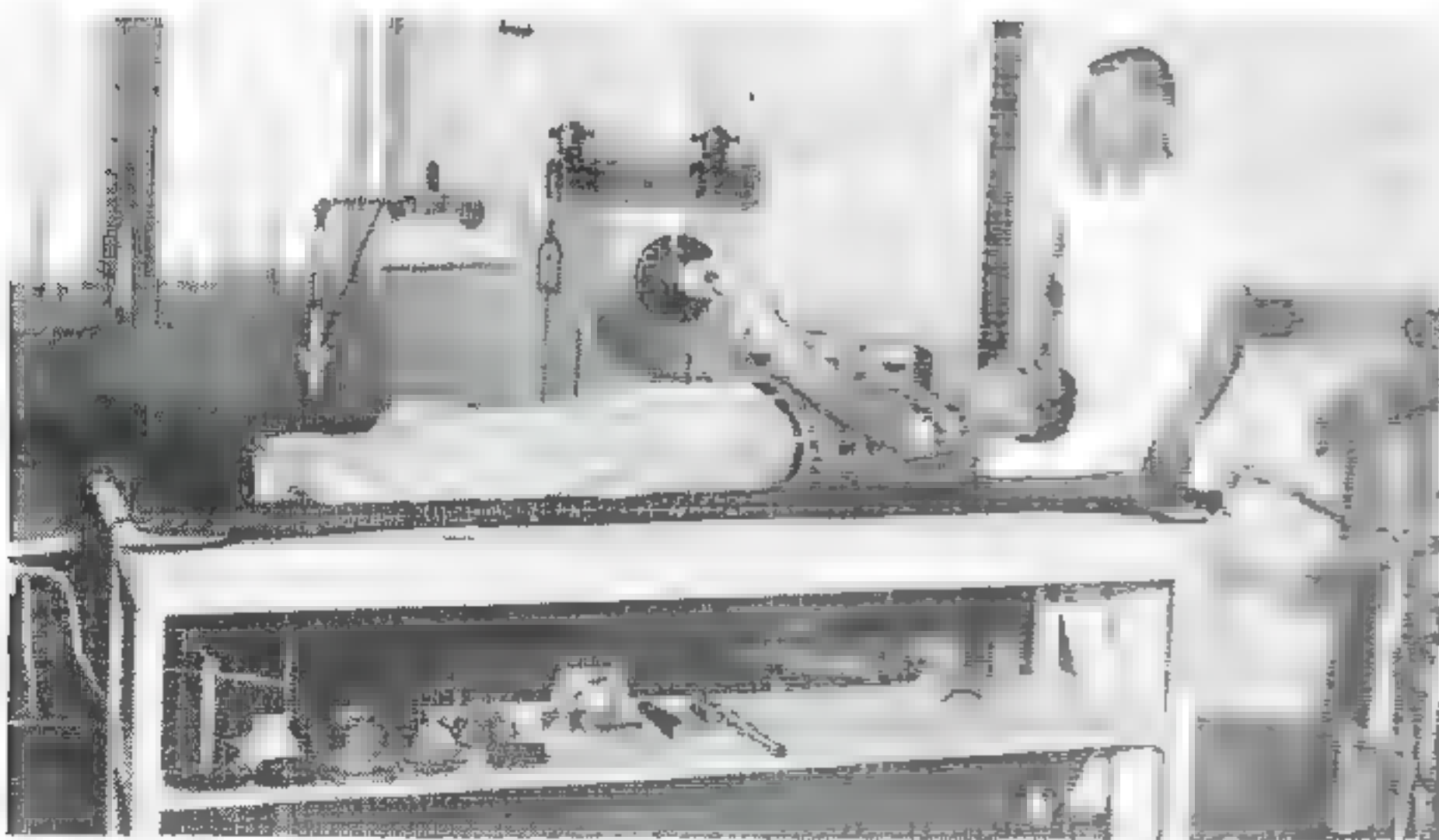


HOPE! This modern building spells HOPE for the handicapped of eight Louisiana Parishes. It is the Southwest Louisiana Rehabilitation Center at Lafayette. The Center offers service to any handicapped

adult or child of the area, provided they can benefit from its services. The Center is a member agency of the United Givers Fund in Southwest Louisiana.

*In Lafayette, your United Givers
dollars help the handicapped
help themselves at*

SOUTHWEST REHABILITATION CENTER



EASY DOES IT: Harold Green, lying on table, lifts a small weight to strengthen neck and shoulder muscles as part of his physical therapy program in recovering from a broken neck. This portion of Mr. Green's treatment is under the direction of Walter Schmid, right, registered physical therapist at the Southwest Louisiana Rehabilitation Center.

HELPING people help themselves. These four words best describe the functions of the Southwest Louisiana Rehabilitation Center at Lafayette.

This modern Center, constructed in 1958, offers rehabilitation services to any handicapped adult or child, regardless of race, creed, or color, providing they can benefit from these services.

The Center serves an eight parish area and primarily derives its operating funds from contributions of individuals and groups, the United Givers Fund, and patient fees.

E. D. Jordan, executive director of the Center, told Plain Talks, "We have a staff of eight trained personnel and an operating budget this year near \$52,000. Although we charge our patients a full fee, in many instances they are unable to pay the entire amount and that's where the funds from organizations contributing to our support come in. If the cost of treatment is \$10 and the patient is able to only pay half the cost, the remaining half is derived from the contributed funds."

Primary Goal

The Center, housed in a modern and spacious building, is fully equipped to provide services in physical, speech, occupational, and other types of therapy. "Our primary goal," Mr. Jordan continued, "is to return individuals to their maximum personal, social and economic effectiveness; operating on the philosophy that it is far better to spend money to restore handicapped people to useful productive lives instead of maintaining them in a disabled non-productive status."

Before the Center was constructed, people in need of its services had to travel to New Orleans, Houston or more distant cities for treatment. In addition to reducing travel and living expenses by permitting many patients to remain at home during their treatment, the Center's rehabilitation program is keyed to the needs of the immediate area it serves.

Job Training Program

Treatment by therapy for crippled limbs and muscles is one of the important jobs conducted by the Center. Just as important is its role in training persons to hold a job and take their places as a useful member of society. In some instances, patients have no prior training and have never held a job. In others, the patient may have become handicapped through injury and is unable to return to his old job or the same type work. At the Center they can learn to hold down a number of jobs through the training and practice offered during their treatment.

It's small wonder that the people of this eight parish area are proud of the Southwest Louisiana Rehabilitation Center which is certainly a credit to their community and the surrounding parishes it serves.

THE SOUTHWEST LOUISIANA REHABILITATION CENTER IS ANOTHER EXAMPLE OF WE HELP OURSELVES BY HELPING OTHERS THROUGH OUR FAIR SHARE CONTRIBUTIONS. SO, PLEASE, REMEMBER THE GOOD THAT IS DONE BY THE MEMBER AGENCY OF YOUR UNITED FUND, UNITED GIVERS FUND OR UNITED APPEALS WHEN YOU ARE ASKED TO MAKE YOUR FAIR SHARE PLEDGE NEXT MONTH.



NOW IS THE TIME. . . Enola King practices her typing under the direction of Karen Moeckley, right, registered occupational therapist, in the prevocational unit at the Rehabilitation Center where she is learning a trade. She first came to the Center for therapy for an injury to her left arm.



NOW I HEAR IT! Kim Young, left, smiles with delight as he participates in his program of speech therapy at the Center. Working with him is Lois Landes, speech therapist, who is giving Kim a hearing test over an audiometer.

Five Named Foremen at Sabine Station

THE promotions of five Production Department employees to control operations foreman and their transfers to Sabine Power Station at Bridge City were announced effective August 15, by J. A. Reich, production manager, Beaumont.

W. H. Burris

Walter H. Burris, Jr., a native of Kentwood, Louisiana, was employed by our Company on December 23, 1942, as an operator's helper at Louisiana Station in Baton Rouge. He left Gulf States on November 22, 1943 to join the Merchant Marine and returned to Louisiana Station in May, 1945. He was promoted to auxiliary operator the next month and was made a turbine operator in September, 1946.

He was transferred to Lake Charles and promoted to second fireman at Riverside Station in July, 1947. He was made turbine engineer on April 4, 1948, and became switchboard operator in September, 1953. He has been head fireman since April, 1958.

C. N. Giffin

Charles N. Giffin, formerly head fireman at Riverside Station, came to work for Gulf States as an oiler at Lakeside Station in Port Arthur on May 26, 1937. He became switchboard operator in January, 1938; fireman in May, 1938; plant operator in September, 1941; and watch engineer in April, 1944. He held all of these positions at Lakeside Station.

In May, 1950, Mr. Giffin was transferred to Lake Charles and promoted to second fireman at Riverside Station. He was made switchboard operator in 1958 and head fireman on November 1, 1959.

Mr. Giffin is a native of Orange, Texas.

W. S. Norwood

Wallace S. Norwood, a native of Sulphur, Louisiana, was employed in Lake Charles on August 26, 1946, as an engineering helper at Riverside Station. He became an operator's helper in 1947; auxiliary operator in 1948; turbine operator in 1950; and second fireman later that year. On April 20, 1958, he was transferred to Roy S. Nelson Station as a switchboard operator.



Mr. Norwood

K. R. Hoffpauir

A native of Gueydan, Louisiana, Kenneth R. Hoffpauir was employed on March 18, 1947, as helper in the Lake Charles T&D. In July, 1947, he transferred to Riverside Station as an operator's helper. He was promoted to auxiliary operator in March, 1949, and in



Mr. Hoffpauir

June, 1951, he became second fireman. He was named switchboard operator on April 20, 1958. He held this position at the time of his promotion and transfer to Sabine Station.

E. H. Garner

Head fireman at the time of his promotion, Earl H. Garner came to work for our Company on April 7, 1941, as a switchboard operator at the old Lakeside Station in Port Arthur. He entered the U. S. Coast Guard on August 23, 1942, and returned to work on December 3, 1945, as operator's helper in Port Arthur. He became an operator in 1946.



Mr. Garner

In July, 1947, he was transferred to Riverside Station in Lake Charles and was made a turbine operator. In January, 1948, he was promoted to second fireman and a year later he became turbine engineer. Mr. Garner was promoted to switchboard operator in 1953 and to head fireman in 1958.

Safety Belts Save Lives

ONE of the most encouraging trends on the traffic safety scene today is the steadily increasing use of safety belts in personal cars, as well as in company vehicles.

Thousands of lives are lost annually in this country when people are thrown from cars during crashes. Years of research by safety engineers show that a driver or passenger wearing a seat belt at the time of an accident has a much better chance of coming out alive than without such protection. You don't have to drive at high speed to need a seat belt. More than half of the accidents causing injury or death involve speeds of less than 40 miles per hour. Three out of four deaths occur within 25 miles of home.

More and more of our people are learning about friends and neighbors who have escaped injury because they were wearing safety belts. There are

several employees of our Company who have escaped permanent injury and possibly death because they were wearing seat belts at the time an accident occurred to them, not "the other fellow".

After thinking about this, why not have belts installed in your personal car and use them regularly. No matter how safely you drive, you, too, can have an accident and need this extra precaution.

Installation of seat belts takes only a few minutes. The cost is moderate. Frank Jones, safety director, Beaumont, urges every driver to get seat belts now and qualify for the Seat Belt "Jackpot" Drawing Contest being announced on the inside back cover of this month's PLAIN TALKS. And then remember that to fulfill their purpose they must be worn regularly. . . every time you drive.



W. A. Whitten



A. L. Whitson



Louise Satory

Four Employees Become Annuitants of Company

TWO Beaumont Production employees at Neches Station, W. A. Whitten, superintendent, and A. L. Whitson, toolroom attendant, will retire October 1. Louise Satory, local office clerk, Calvert, and P. F. Donaldson, repairman, Baton Rouge Production, have elected to retire September 1 on early retirement.

Mr. Whitten

A native of North Easton, Massachusetts, Mr. Whitten attended Wentworth Institute in Boston, Massachusetts and Brown University in Providence, Rhode Island. He joined our Company in 1926 as an electrician in Beaumont at Neches Station. He started his electrical career, on September 3, 1922, with the Blackstone Valley Gas and Electric Company in Pawtucket, Rhode Island. He later went to Western United Gas & Electric Company in Aurora, Illinois.

He has been superintendent at Neches Station since February 1, 1958. Mr. Whitten was made chief electrician in 1936, in 1943, he was promoted to station electrician. He was named electrical maintenance supervisor for Texas operations in 1947 and promoted

to chief engineer at Neches Station in February, 1952.

Mr. Whitson

Mr. Whitson was employed April 26, 1947, as a guard at Neches Station. In 1959, he was made a toolroom attendant, the position he holds at the time of his retirement.

He is a native of Timpson, Texas,



P. F. Donaldson

and is a graduate of the public schools of that town. Prior to coming to work for our Company he was employed as a pipe fitter in the shipbuilding industries.

Mrs. Satory

Mrs. Satory has been an employee since February 1, 1930, when she came to work in the Calvert office as a stenographer and clerk. She has worked her entire 31 years of service in Calvert. In 1939, she was promoted to cashier, and in 1943, she became a local office clerk.

A native of Calvert, Mrs. Satory is a graduate of the Calvert public schools and attended Texas State College for Women. Prior to coming to work for Gulf States she was employed as a stenographer by a local wholesale grocery company. Mrs. Satory has served for a number of years as secretary of the Calvert Chamber of Commerce.

Mr. Donaldson

Mr. Donaldson has been a employee of our Company since February 12, 1945, when he came to work in Baton Rouge as a helper in the Production Department. In July, 1945, he was promoted to repairman second class and became a repairman first class in April, 1948.

Mr. Donaldson is a native of Rosedale, Louisiana, and attended school in Vacherie, Louisiana and East Baton Rouge Parish Trade School. Prior to coming to work for our Company, he was employed as a welder by various construction firms in the Baton Rouge area.

TOP TEN SCORE

IN July, 695 new home customers were added to our lines, bringing home customers served by our Company to 259,823. But, during the same time the average consumption of kilowatthours per residential customer was only 4,076, 66 KWH less than June's average of 4,142 KWH. The weather played a big part in this decrease. During July, across most of our service area, the abnormal amount of rainfall brought cooler temperatures and in turn there were fewer cooling degree days on which air conditioners were operated.

Cities on our Top Ten list during July were:

Nederland	5,037
Orange	4,831
Port Neches	4,787
Liberty	4,751
Beaumont	4,610
Lake Charles	4,426
Baton Rouge	4,393
Sulphur	4,287
Port Arthur	4,221
Vidor	4,152



FOR MEN ONLY. Mrs. Grace Brooks, home service advisor, Beaumont, recently held an electric cooking class for the male employees in the General Offices in Beaumont. Mrs. Brooks showed the more than 150 men how they could turn out excellent food like this with little effort with electrical appliances.

*Going straight may seem a snap;
But the careless driver takes the rap.*



Reddy's Kollege of Kilowatt Knowledge

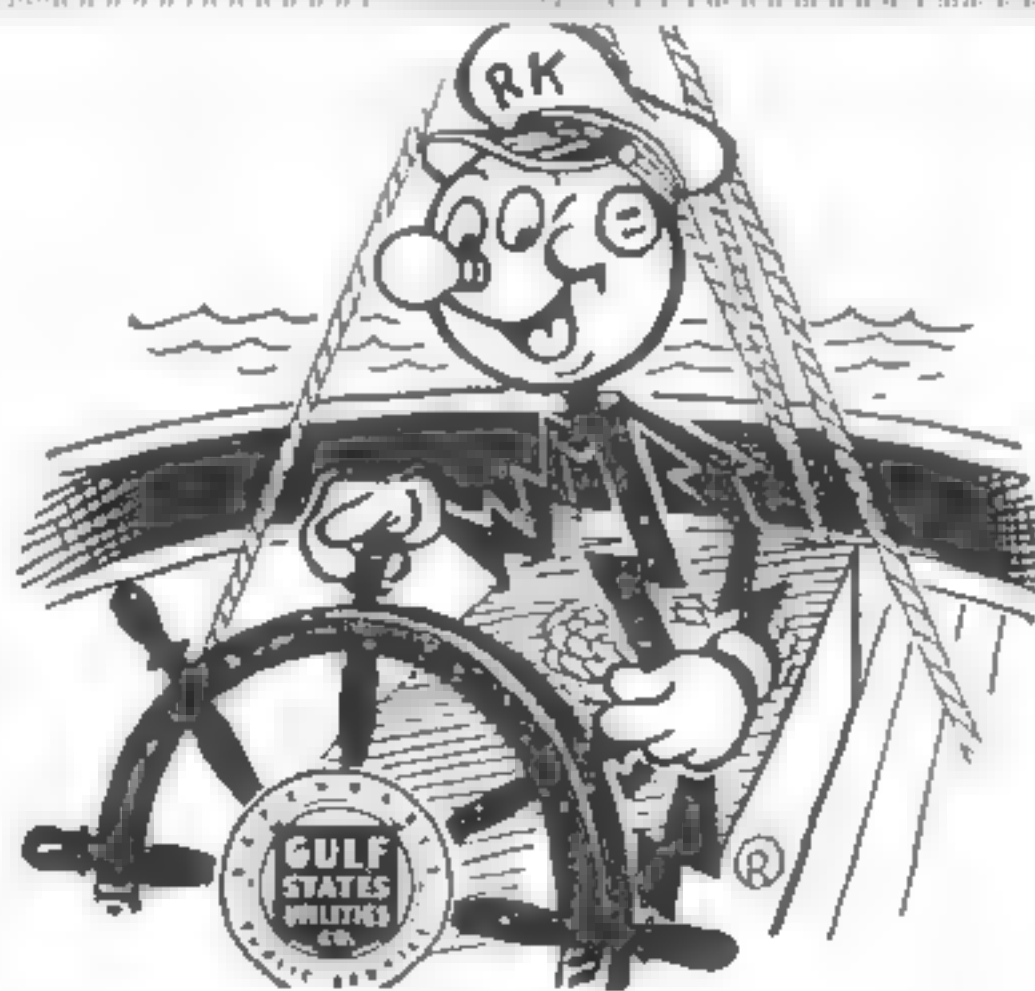
- How much does our Company expect to spend on tree trimming during 1961?
a. \$17,000; b. \$34,000; c. \$500,000; d. \$700,000
- What percentage of the nation's electrified farms are served by investor-owned electric light and power companies?
a. 43%; b. 26%; c. 8%; d. 61%
- Company employees may purchase major electrical appliances on the Employee Purchase Budget Plan with no down payment, convenient monthly terms and no interest or carrying charges. What is the maximum amount that can be charged under this plan?
a. \$450; b. \$200; c. \$600; d. \$800
- The electricity which the average American industrial worker uses on the job is the equivalent of the work performed by how many human helpers?
a. 71; b. 601; c. 429; d. 227
- How many substations does our Company have on its T&D system?
a. 189; b. 155; c. 425; d. 313

Answers on Page 23

Welcome Aboard

New Employees JULY

Ronald G. Getz	Beaumont	System Production
Gary E Diamond	Baton Rouge	LaSta
Geoffrey D. Purdon, Jr.	Baton Rouge	LaSta
Thomas G. Schultz	Lake Charles	RSN
William E. Fox	Beaumont	Distribution
Leah H. Bourgeois	Beaumont	T&D-Eng
Jeanne M. Landry	Baton Rouge	T&D-Line
Judith E. Bush	Baton Rouge	T&D-Eng
Jerry J. Singleton	Beaumont	BldgServices
James T. Bryant	Beaumont	Engineering
Jo R. Irvin	Beaumont	Engineering
Mary L. Peterson	Beaumont	Records
Lynda M. Pittman	Beaumont	System Billing
Carolyn M. Shortt	Beaumont	System Billing
Claudia E. Bland	Beaumont	General Accts
Betty L. Closs	Calvert	Local Office
Carol J. Lalumandier	Baton Rouge	Custs Acctg



PLAIN TALKS SYMPATHY TO

H. B. and R. R. Floyd, Louisiana Station, on the death of their brother.

Roy Tircuit, Louisiana Station, on the death of his mother.

*Exceeding the limit is the biggest error,
Leading to pain and death and terror.*

*Experience is usually hard to beat;
But obviously not in the driver's seat.*

Let's Read Our Mail



The following letters were received by H. E. Brown, vice-president, Baton Rouge Division, after that division received the Edison Electric Institute's Outstanding Safety Achievement Award for having worked 2,000,000 man-hours without a disabling injury.

Dear Mr. Brown:

We were pleased to learn that Gulf States Utilities Company has received the Outstanding Safety Achievement Award of the Edison Electric Institute for 2,000,000 man-hours worked without a disabling injury by the employees of the Baton Rouge division. Such a safety record is indeed a high tribute to you and to your company.

All of us at the Fidelity National join in sending best wishes and congratulations.

Cordially your,
Albert F. Fritchie, Jr.
Vice President
Fidelity National Bank
of Baton Rouge

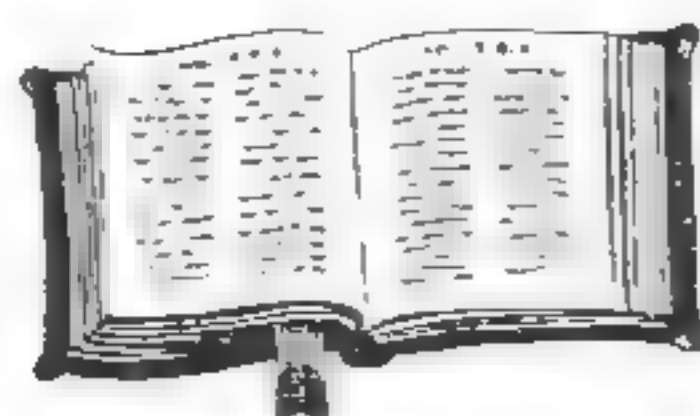
Dear Mr. Brown:

I noted with a great deal of interest the information carried in the Baton Rouge Morning Advocate of August 3, concerning the Outstanding Safety Achievement Award of the Edison Electric Institute which was presented to the Baton Rouge Division of Gulf States Utilities. It is most gratifying that this Division achieved the record of two million man-hours work without a disabling injury by the employees.

On behalf of the Greater Baton Rouge Safety Council, I wish to extend to you, your Safety Department, and employees, our heartiest congratulations on achieving this record. This award, together with past recognition of your Company, is evidence of the

BIBLE - BREAK

a monthly column



By Ruby Lee Adams

THE Twelve by Twos. John 'The Beloved,' represents youth among the apostles. He was probably the youngest of the twelve, a mere lad when his Master called him. He was the constant and close companion of Christ during His earthly ministry. At the last supper he leaned on his Master's bosom. He witnessed the crucifixion and shared in all the trials that followed. He was the first disciple to reach the tomb when they learned of the Resurrection.

John was the disciple in whose care Christ, speaking from the Cross, entrusted his mother. This gives us a glimpse of the human side of Christ when in the throes of physical agony He turned to the disciple whom He most loved and to whom He had given the largest share of personnel confidence and asked him to be the guardian of His mother. No wonder Paul calls him 'a chief pillar' of the church.

John witnessed the growth of the New Testament and himself wrote the book that sealed the canon. In his writings we find so much more of the sayings and

minor incidents of the life of our Saviour recorded than elsewhere. He introduces us to a nearer intimacy with the private life of the Master than any of the others who were given more to narrative. He drew for us those 'home sweet home' pictures, those quiet, lovely, wayside scenes which hang up in the New Testament gallery.

John wrote that sentence of sentences, 'God is love.' He is the apostle of love; that word is oftenest on his lips. It occurs no fewer than fifty times in the five brief chapters of his First Epistle. 'Beloved' is his name for fellow Christians. His is perhaps the most Christ-like life that comes before us in the New Testament. In youth, when he was fresh, potential and most impressible, the image of Christ was stamped upon his plastic heart. He stands as an example of the great possibilities in Christ for him who comes to Jesus in youth. It should be kept in mind that the Christian faith originated in the Youthful heart of a young carpenter in Nazareth, who at the early age of 33 finished his life work.

John survived Christ's death at least 70 years and died of extreme old age in Ephesus.

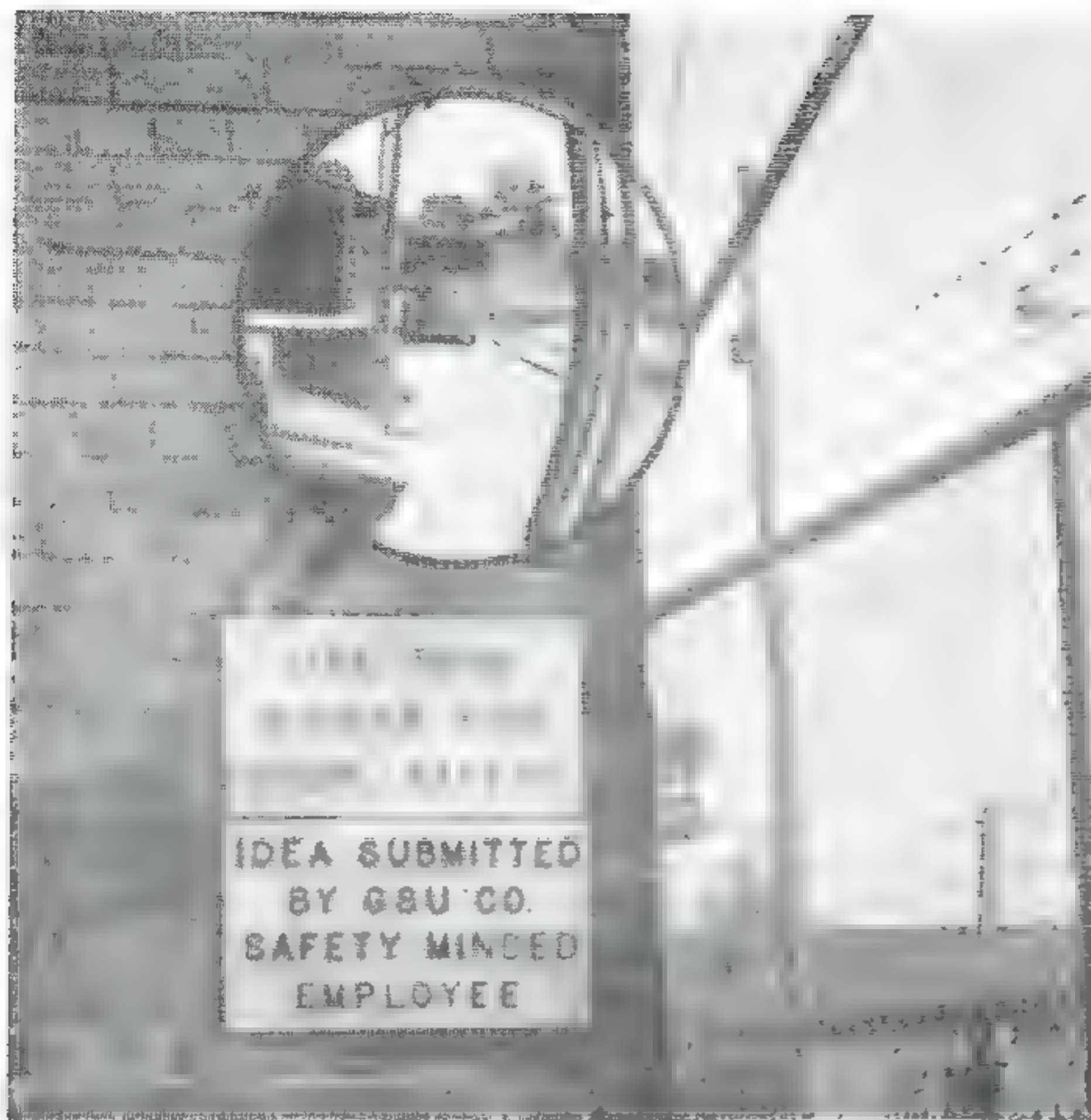
leadership and cooperation which exists in your operations and is so vital to a continuing program of accident prevention. We wish for you and those under your supervision in the Baton Rouge Division many more years of accident-free experience.

We are most appreciative of the assistance which Gulf States Utilities continues to extend in the community-wide safety effort, and we stand ready at all times to assist you in any way.

Sincerely Yours,
Carroll A. Hebert
President
Greater Baton Rouge
Safety Council



NEW LION PRESIDENT. Charles Glass, past president of the High Noon Lions Club of Lake Charles pins the president's pin on Malcolm Williams as he takes over his duties as incoming president. Assisting in the installation is George Walther, past district governor. Messers Glass and Williams are engineers in Lake Charles Sales.



At Government Street Service Center . . .

Employee's Safety Suggestion Lessens Traffic Hazard

A safety suggestion by R. B. Hardenburgh, Baton Rouge T&D-Line, has been put into use at the rear entrance of the Government Street Service Building.

Because the view at the entrance was obstructed by the Service Building it has been necessary for the driver in an automobile or truck to drive the vehicle far enough out into the street so he could see any approaching vehicles.

Mr. Hardenburgh suggested that a mirror be installed at the blind cross-walk so that the driver could check the right-of-way before entering the one-way street from the Company yard.

The unobstructed view afforded by the mirror in the picture was photographed from the driver's position. The signs under the mirror emphasize safety and give credit for an excellent idea submitted.

"The punishment that the wise suffer who refuse to take part in government is to live under the government of lesser men."—Plato



SALES LEADERS. Lamoyne Goodwin, center, district superintendent, Silsbee, receives a trophy designating his district as the Beaumont Division sales leader for July. Rex Lee, second from left, Beaumont Division manager, makes the presentation. The award is presented monthly to leading districts in the division, and at the year's end the top district for twelve months gets to keep the trophy as "Leading Sales District of 1961". Vic Norvell, local superintendent, Woodville, is second from right. Jack David, Silsbee, is at far left, and Jack Ogden, Woodville, is at far right. The event was a recent get-together of Beaumont Division salespeople at a camp near Woodville.

"Good leadership is the act of management, and when it is applied to a corporation or any group adventure, whether military, social or religious, it calls for more risk than prudence, more understanding than tact, more principle than expediency."—A. M. Sullivan



UG DRIVE CHAIRMEN. Bill Tholborn, left, Baton Rouge T&D-Line, was the keyman and general chairman for the employees' United Givers Fund drive conducted August 14 through September 1. He was assisted by W. T. "Tommy" Stewart, right, Electric Meter. Our Company was asked to participate in this year's campaign as one of the "pilot" companies prior to the regular campaign. "Pilot" campaigns help determine policies and obtain valuable information to be used in the over-all fund raising drive in October. Forty-five other Baton Rouge employees served as solicitors during the 1962 UGF campaign.

Relaymen Build New Compact K-D Tester

By A. N. HALL

Relay Foreman

Baton Rouge Relay Department

PROBLEM: How to speed up testing K. D. relays?
Solution: Build a better and more compact K. D. relay test set.

In order to test such a relay, it is necessary to duplicate a controlled fault on a secondary basis. So with imagineering, patience and a handful of electronic components, Joe Locke, Armand H. Demers, Jr., both relaymen, and myself, relay foreman, Baton Rouge Relay, came up with a better piece of equipment to speed up this testing job.

The test set will duplicate a required controlled fault when applied with a variable secondary current and voltage. The Relay Department previously had a K.D. Test set, but it was big and cumbersome and lacking in desired features.



K.D. TEST SET. When Baton Rouge Relay needed a piece of test equipment that would speed up the job of testing K. D. relays, (see story) Joe Locke, relayman, A. N. "Nick" Hall, relay foreman, and Armand H. Demers, Jr., relayman, hand-built this test set. The set will duplicate and control faults on a secondary basis when applied with a variable secondary current and voltage.

The set was hand-built by the relaymen and since size and compactness entered into the design there was much deliberation over the choice of component parts. Most of the parts, such as the two larger switches that select the required voltage, had to be specially made to meet specifications. They are a new type falling in line with the trend to miniaturization.

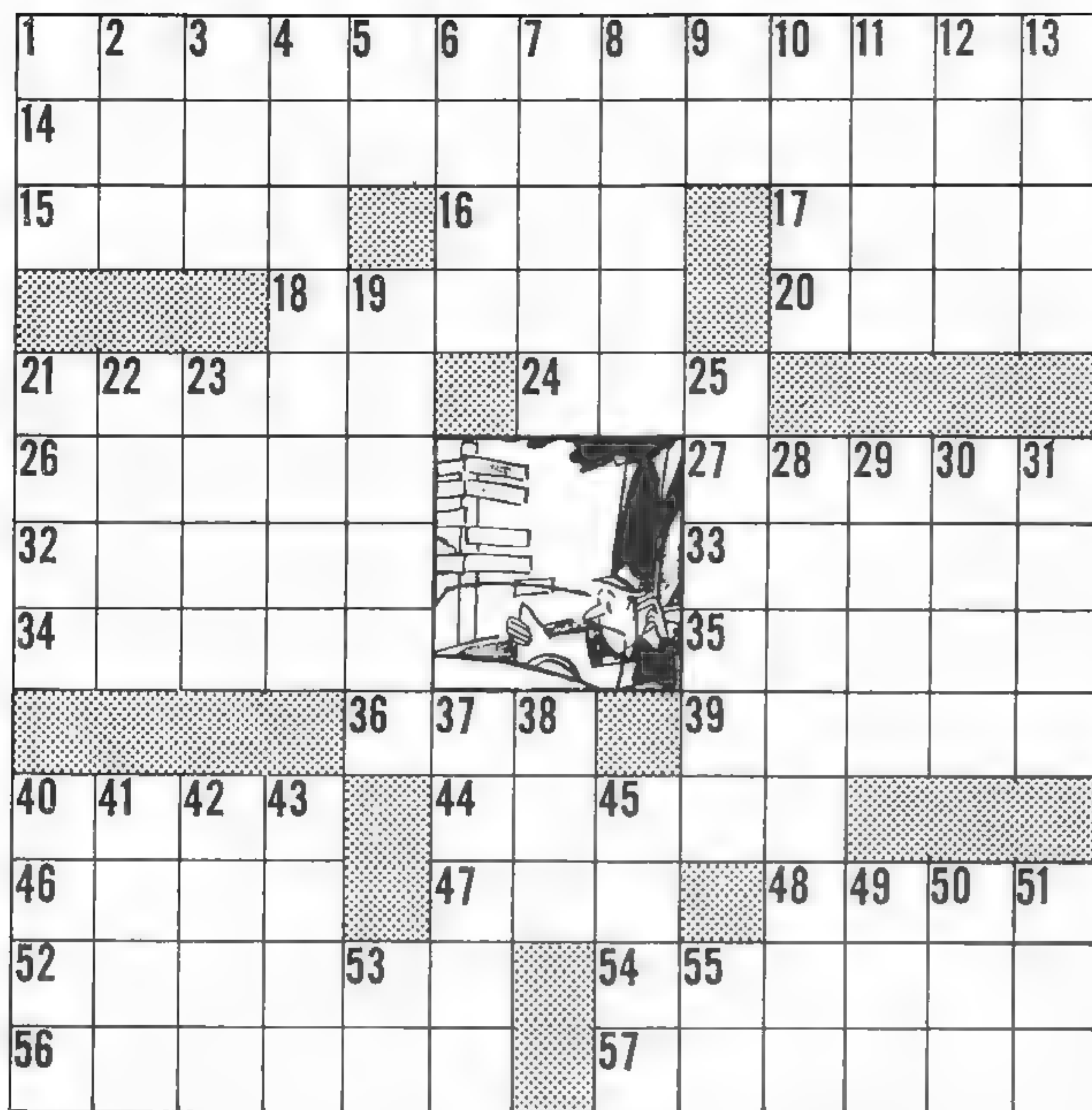
Other major parts of the set are two auto-transformers (variacs) which vary the voltage and a smaller switch that applies the voltage, to an external voltmeter. The required voltage is previously selected by the larger switches. A space has been left in upper left-hand corner for the installation of a self-contained voltmeter when one of suitable size is found.



FIREMEN COOK THE FLAMELESS WAY. Jennings District Sales presented this electric range to the Lake Arthur Volunteer Fire Department for its new fire station. Fire Chief David Trahan, left, and Tingo Courts, a volunteer fireman, right, accept the range from John Bordelon, residential sales representative, and Hutt Reed, commercial sales representative.



AGAIN LOUISIANA'S CLEANEST CITY. Jennings has won the statewide title of "Cleanest City" for the second consecutive year. Contest Chairman Lee Nichols holds the gold trophy. If Jennings wins again next year the trophy becomes a permanent possession. Pictured are: left to right, Mrs. Robert Smith, New Orleans, president of Louisiana Garden Club, Mr. Nichols, Mayor John Conner, Mrs. L. E. Shirley, Sr., president of the Jeff Davis Garden Club, and Sam Tarleton.



6. Erratic drivers on the golf course often yell this
7. Instrumental composition
8. Don't you wish wildcat drivers could be kept this way
9. Used with ho to holler
10. Trust to Look, not to Luck, is a good ——— to follow
11. How to observe all traffic rules and signs
12. Succulent plant
13. Lairs
19. Overturn
21. These of Safety are: Always Be Careful
22. An old one at the wheel is just as dangerous as a young one
23. Part of the ear
25. Drives too fast for conditions
28. Passed the speed limit
29. Don't let other drivers do this to you
30. Clothed
31. To place
37. Behaved
38. Accidents don't pay. Ask the guy ——— had one
40. Federal Deposit Insurance Corporation (ab.)
41. Mrs. Charles Chaplin
42. Japanese tourist center near Kyoto
43. In this way
45. Oriental nurse
49. Temper ——— Safety don't mix
50. Be sure you're insured and be safe if you're ———d
51. The chicken that crossed the road
53. Rear End (ab.)
55. Very Important (ab.)

The Road To Safety

ACROSS

1. Take this route to get home safely (three words)
14. Drivers who expect the unexpected are likely to ——— (three words)
15. Earthly paradise
16. Regret
17. Man's name
18. Napped leather
20. Always keep these open
21. There's many of these on wet or icy roads (two words)
24. Excessive driving Speed (ab.)
26. Drivers who straddle the center line
27. Percolates
32. Insulated bundle of wires
33. Man without a country
34. Shooting at clay targets
35. Brilliance
36. Watch for traffic signals. You're liable whether you ——— them or not
39. Actions
40. Watch out for the people on—

44. What cops do to speeders
46. Does
47. The piper's son
48. A sudden one of these before the lights change can lead to a smash
52. The first thing responsible drivers do to their cars
54. When driving on this, obey all traffic signals
56. Accidents don't happen; they are ———
57. Watch out for these hazards

DOWN

1. Slow down and live. Keep off ——— gas
2. First and last, the accident you ——— is the one you didn't expect
3. Temptress
4. This type of driver doesn't take chances
5. ——— octagon-shaped sign means a complete stop.

ANSWERS



SERVICE AWARDS

TWENTY YEARS



Mary S. Monahan
Treasury
Baton Rouge



B. F. Exner
Distribution
Baton Rouge



P. J. Marquette
Sales
Baton Rouge



J. C. Sawyer
Distribution
Beaumont

TEN YEARS



H. O. Breeden
Production
Baton Rouge



C. F. Brown
Production
Baton Rouge



J. R. Cornelius
Engineering
Beaumont



T. J. Dinkins
Cleveland
Distribution



T. M. Engels
Production
Baton Rouge



C. J. Gonzales, Jr.
Engineering
Beaumont



C. H. Patin
Distribution
Lafayette



J. L. Poole
Distribution
Port Arthur



J. E. Harrison
Distribution
Beaumont



J. W. Lattimore
Distribution
Navasota



Isreal Senigaur
Production
Beaumont

Answers To Kilowatt Kollege

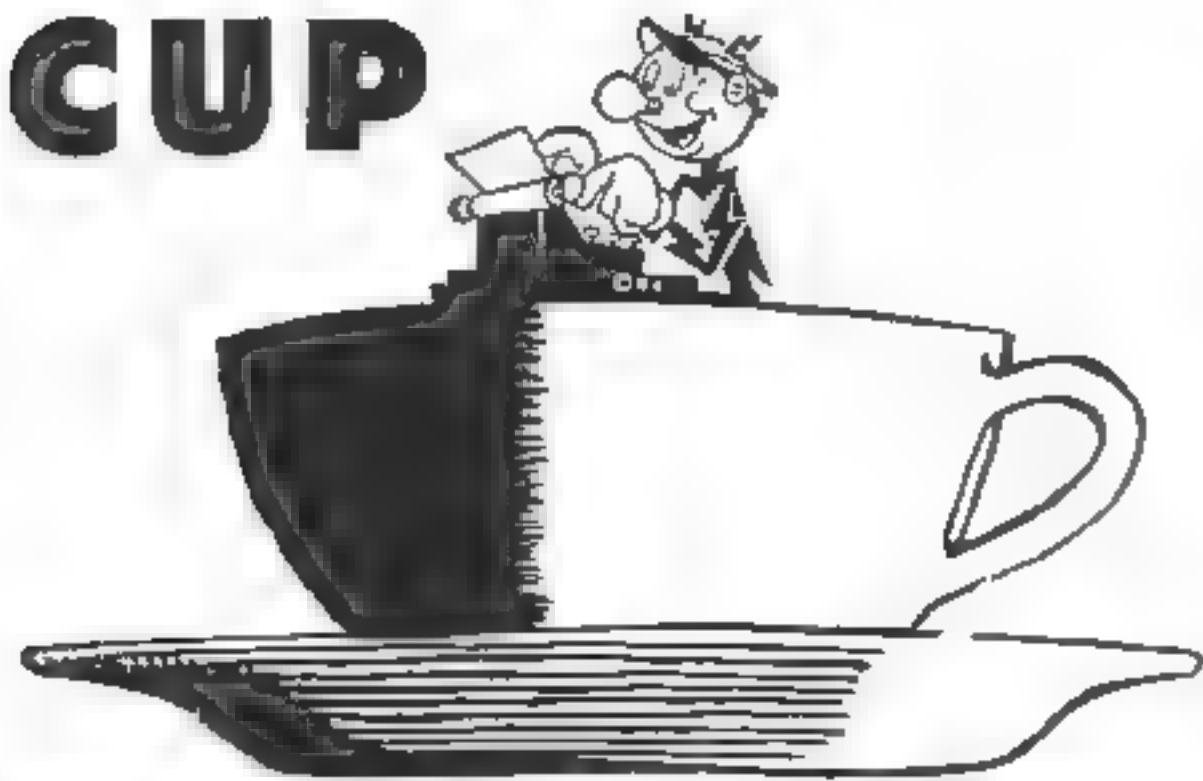
Questions on Page 18

1. d. \$700,000—Actually, the amount spent annually to keep our 13,000 miles of transmission and distribution lines clear of trees saves our Company money by greatly reducing service interruptions and emergency repairs.
2. a. 43%—Investor-owned electric companies serve over 2,000,000 American farms.
3. d. \$800—As the balance in the employee's account is reduced, additional purchases may be made up to this maximum amount.
4. c. 429—Latest published figures show that the annual use of electricity averages 28,753 KWH per American worker, providing him the equivalent energy of 429 helpers on his job all year long.
5. c. 425—These substations are valued at \$72,000,000.

(Sources for these answers will be furnished upon request.)



over the COFFEE CUP



ORANGE

TWO deligent Orange wives, **Taffy Hebert** and **Joy Woodard**, passed their life saving tests and received cards from the American Red Cross this summer. Taffy is the wife of **Floyd Hebert** and Joy, the wife of **Dalton Woodard**, both in Orange Appliance Repair. Taffy and Joy attended three hour classes every night for two weeks. This is quite an accomplishment when you consider the busy schedules of wives and mothers.

For three weeks this summer, **Don Cowen**, Beaumont Storeroom, was in Orange replacing vacationing **Johnny Prejean**. This was Don's second visit to Orange and we enjoyed having him with us again.

While on vacation Johnny and his family made a trip to North Carolina, and reported they had to wear coats most of the trip. One interesting highlight of the trip was the excitement of standing on the highest mountain east of the Mississippi River, Mt. Mitchell. 6,300 feet high. We wonder what sort of credit rating Johnny has, as he left Orange in such a rush he forgot to take his cashier's checks with him.

Florence Finnell, clerk in Accounting, spent three days in Beaumont getting acquainted with Company policies and Company people. She attended the New Employees Training Classes.

RECEIVES MASTER DEGREE. Thomas L. Charlton, son of T. O. "Doc" Charlton, district superintendent, Orange, received his Master of Arts degree in August from the University of Texas Graduate School. Tom will continue graduate work at the University, working toward his PHD in history. He received his B. A. from Baylor University in May, 1959.



DESTIN, FLORIDA, CATCH. Cyril A. "Shorty" Dominguez, Louisiana Station, and his wife,

Margie, caught these red snappers and jewfish at Destin, Florida, in July.

Orange's newest employee, **Clyde Nugent**, recently returned from attending the New Employees Training Class in Beaumont. Clyde is a helper in T&D-Line. He said he gained much information about the Company while attending the classes.

Attending classes of another nature was **Van Kichens**, also a helper in T&D-Line. Van, for the third year, attended two weeks summer training with the Texas National Guard at Fort Hood, Texas.

Distribution Supervisor **C. R. Nantz**, along with other Gulf Staters, recently attended a two day meeting of the Southwestern Electric Safety Exchange in Shreveport.

Despite rainy, cloudy, and cool weather, a group of Orange employees were able to come up with a fair catch on a recent fishing trip. They left early one morning from Sabine Pass and all managed to come back with at least one fish apiece. Making the

trip were **Herschel Stagner**, **Lewis Roberts**, **Floyd Hebert**, **Dalton Woodard**, and **Jimmy Spurlock**.

Mr. and Mrs. Bernard Stott joined the Orange new home owners when they moved into their home at 316 Margurite.

—By Davie Carpenter



JOHNNY and **Opal Siddal** have returned from a scenic two weeks trip. The 4800 mile journey included visits to Pikes Peak, Yellowstone and Grand Teton National Parks in Wyoming and Rocky Mountain National Park in Colorado. While at Yellowstone, Johnny remarked how strange it was to see elk, bear, moose, wolf and deer roaming freely. Opal

wouldn't let the service station attendant remove bear marks from the automobile.

Annie Hebert spent a fun-packed week's vacation touring Louisiana and Arkansas visiting friends and relatives. She spent several days at the beautiful Toleda Lake out from Shreveport and the remainder of the week in El Dorado, Arkansas and Baton Rouge. Annie said she rested when she wasn't swimming, bowling, shopping and visiting.

Paul Hampton took one week's vacation to spend with his brother who he had not seen since 1954.

—By *Lorraine Dunham*

NEW EMPLOYEE. Donnel A. Ramsey, recently became a new Gulf Stater in the Port Arthur Appliance Repair. Donnell recently completed four years of service in the United States Navy. He and his wife, Barbara, have two sons, Robert, 2, and Randal, 8-months.



LAFAYETTE

SEVERAL Gulf Staters and their families have been seen this summer weekending it at Holley Beach. Among them were **Tom LaPoint**, **Lester Lalond**, **Edwin Judice**, **Clifford Mathews**, **Eugene Sarver**, **Cynthia Trahan** and husband, **Roger**.

We are happy to see **Paul Dugas**, district serviceman, New Iberia, back on the job after being laid up in the hospital for a couple of weeks.

Joe D. Duhon and **Earl J. Broussard** recently returned from two weeks Army Reserve and National Guard training encampment. Joe, T&D-Line, trained at Fort Chaffe, Arkansas, and Earl, Sales, was at Fort Polk, Louisiana.

E. R. Rauschenberg attended a safety conference in Shreveport August 9-11 while **H. T. Buckalew**, supervisor of Customer Accounts, attended a training program and tour of the Accounting Department in Beaumont.

Cynthia Nolan, department clerk, recently became the proud owner of a new Comet car.

Jim Richardson, Industrial Sales Representative, and family spent a week on a camping trip to Little Rock,

Arkansas. **Ralph Broussard**, T&D-Line, vacationed at Grand Isle.

Ann Hornberger, customer clerk, spent two weeks in San Antonio, Texas, visiting her parents. Spending one week in Panama City, Florida were **Cesaire Guidry**, T&D-Line, and family.

Bobbie Denais, customer clerk, and husband, **Lucas**, visited Bobbie's sister and family in Columbus, Ohio, for two weeks. **Joseph Gallet**, **Luther Gallet**, both T&D-Line, and **Horace Trahan**, Service, spent a week at Holly Beach at their camp.

C. J. Rome and family vacationed in Holly Beach and New Orleans for several days. While in New Orleans they visited the Zoo and City Park. **Mr. and Mrs. E. R. Rauschenberg**, general line foreman, and daughter, **Mrs. Byron Begnaud**, and her son, **Ricky**, spent several days at Emerald Beach, Texas, just relaxing and soaking in the sun.

John Petitjean Engineering, and family spent a few days at Holly Beach. **Mr. and Mrs. C. J. Gary**, sales supervisor, vacationed in Florida for two weeks and visited with relatives. Others who took vacations last month but stayed rather close to home were: **Ivy Bechel**, **Tite Baudoin**, **Joe Oliver**, **Ben Wiltz** and **Horace "Tutu" Lacombe**.



ALL READY ON THE RIGHT! A hand speaker was a necessity for Captain Herschel Campbell, artist, Advertising, Beaumont, in relaying range orders to 144 Marine reservists of Beaumont's 33rd Rifle Company attending two weeks annual field training at the Naval Ammunition Depot in McAlester, Oklahoma. Captain Campbell is platoon commander of the unit's 2nd Rifle Platoon.



JENNINGS LITTLE LEAGUE. Stanford Istre, Jennings T&D-Line, is the coach of the Milwhite Mud Little Leaguers, who for the second year have won the Little League championship in Jennings. The players are, left to right: first row: Dale Landry, nephew of Alden Hine, Jennings Line foreman, Ken Goodreaux, Darrell

Delome, Tiny Burger, and Divan Istre, Stan's son; second row: Don Miller, John Blanchard, Nicky Pizzolutto, Ken Gallagher, and John Vance; third row: Tom Gann, son of Al Gann, line foreman, Duan St. Cyr, Adrian Robinson, John Adams, son of A. A. Adams, line foreman, Dick Theriot, and Steve Racca.



NASSAU BOUND. Betty Welch, Construction-Budget, and Betty Jo Lum, Accounting, Beaumont, board an Eastern Airliner for the first leg of their Nassau cruise. They flew to Miami where they took the Bahama Star to the island vacation spot.



BASEBALL IS THE THING. Stan Milner is the eight-year-old son of Glinda Milner, System Billing Records, Beaumont. This was Stan's first year to play for the Minor League Tigers in Beaumont.



APPLE OF DADDY'S EYE. Lisa, eight-months-old daughter of Herschel Campbell, artist, Beaumont Advertising, models the latest Bikini for the younger set at a recent Advertising outing at the beach.

NEW homeowners, **Rufus and Dot Mier** and family, he is a sales representative, recently moved into their new Gold Medallion home in Montgomery Park. We hear, of course, that everything in the new house is really nice. Rufus took a week's vacation to get settled.

J. K. Powell, service foreman, and family took a vacation trip to Florida. Some points of interest were: Silver Springs, Cypress Gardens, Rainbow Springs and the beautiful beach at Panama City. They were accompanied by Shelby Mier, of California.

Mr. & Mrs. Elmer "Jugg" Sudderth, he's line foreman, and their grandchildren took a camping trip. They visited Arkansas, Missouri, Kansas, Estes Park, Colorado and New Mexico. While in Missouri, they visited Jim Nelson, a former Gulf Stater.

Robert Domingue and family spent a week in Holly Beach. He said fishing was very good and the water was delightful.

Cynthia Nolan, departmental clerk, took a weekend trip to New Orleans to visit with friends.

John Landry and family spent a week vacationing in Galveston, Texas. **T. J. Thayer** and family vacationed at Grand Isle for a week. **S. J. Ayo**, truckdriver, vacationed in Biloxi, Mississippi for a week. He reported having a great time.

—By *Cynthia Trahan*



NEW faces? Yes, two—both in the Production Department. We ex-a welcome to GSU to **Charles Echard** of Hollydaysburg, Pennsylvania, and **Ronald Getz** of Allentown, Pennsylvania. Both Charles and Ronald attended Williamson Trade School.

Mr. & Mrs. H. C. Davidson left Beaumont on August 10 and traveled to Ridgecrest, North Carolina, where Mrs. Davidson attended the South-Wide WMU Conference. This makes the sixth consecutive year that the Davidsons have made this trip in order to be present at the WMU Conference. Mr. Davidson is with the Construction Budget Section.

Nassau-Bound were **Betty Welch** of the Construction-Budget Section and

Betty Jo Lum of Accounting as they boarded an Eastern Airliner for Miami, Florida, on July 30. From Miami to Nassau the mode of transportation was the Bahama Star. Arriving Tuesday morning, August 1, they toured the island; Fort Charlotte; Paradise Beach, an out-island of Nassau; enjoyed a carriage ride; explored by bicycle; and took a night club tour. They spent many hours on the beach (as proved by the golden tan they had when coming back to GSU). At the end of the week, they came back to Miami Beach where they visited Lincoln Road Shopping Mall, the city of Miami, and Key West. They arrived home by National Airline Prop Jet on August 11.

Mr. & Mrs. P. J. Guelfi left Beaumont on July 31 for New Mexico to visit one of Mrs. Guelfi's aunts. From Pecos, New Mexico (near Santa Fe), they traveled up Pecos River Canyon for 13 miles to Holy Ghost Canyon. At this point the elevation was 8600 feet. The scenery was beautiful—mountains and valleys enhanced by towering spruce, fir, and pine trees; the weather was perfect—warm days and 38 degree nights; but the driving on the narrow mountain roads through those canyons, says Mr. Guelfi, "Was strictly for the mountain goats!". While there, they took a side-trip through the capital city of New Mexico, Santa Fe. Returning through Roswell and San Angelo, the Guelfi's were back in Beaumont on August 8. Mr. Guelfi is in the Construction-Budget Section.

A departmental buffet-dinner was given in the home of **Mr. & Mrs. R. J. Stout** honoring **Pat Eldridge** on August 25. Coffee & Bridge buddies also feted Pat with a noon luncheon at the Holiday Inn Motel. Pat left Gulf States on September 1 to move to Woodville where her husband, Willie, will be on the coaching staff. His position will be Jr. High Coach. Pat was with the Records Management Department. The Eldridges vacationed in San Antonio from August 10-16, where Willie was attending the coaching school there. They visited the Alamo, Breckenridge Park, and tried some of the well-known restaurants. Pat is in the Records Management Department.

—By *Frances Linthicum*

Madisonville

MRS. ROBERT JUNOT, wife of **Robert Junot**, Madisonville serviceman, and twin daughters, **Jackie** and

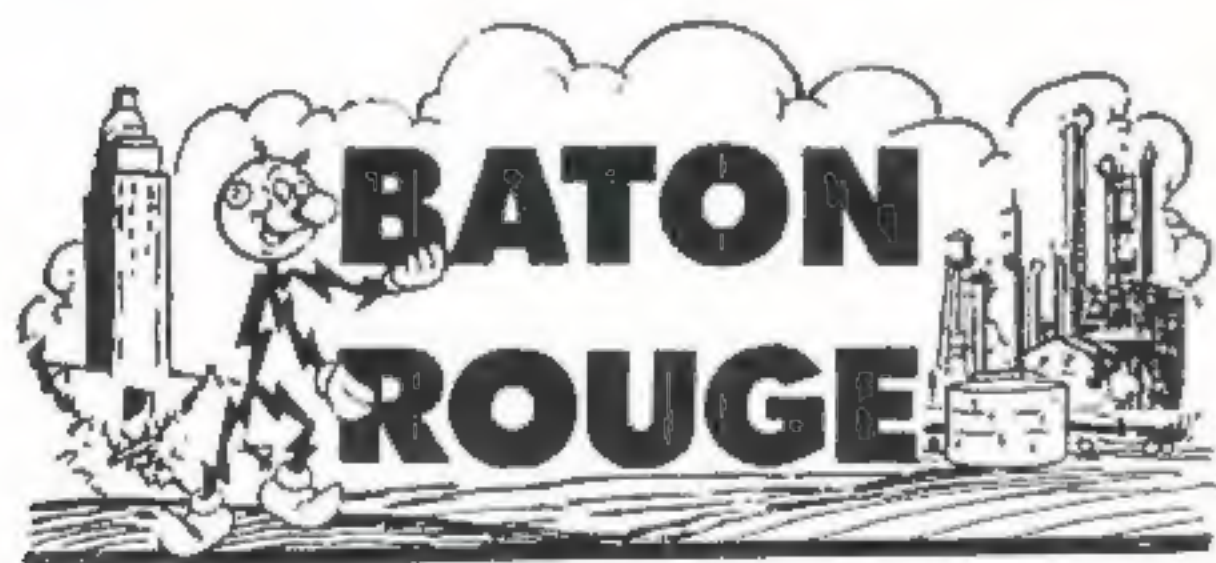
Jenny, and Mrs. Junot's mother, Mrs. C. Dale of Bryan, flew to Washington, D.C. and spent two weeks with Mrs. Junot's sister, Mrs. R. A. Dua of Silver-springs, Maryland, and her brother, David Dale of Georgetown, Washing-ton, D.C.

The highlights of their trip were their sightseeing trips to the White House, Jefferson and Lincoln Memori-als, the Smithsonian Institute and the Dunbarton Formal Gardens.

Mr. and Mrs. Virgil F. Foster, resi-dential sales representative, and chil-dren, Linda, Diana and Julie and Mr. and Mrs. Dalton S. Whitmire and Andy spent a week of their vacation water skiing on Lake Austin and Inks Lake. Also, they visited the Alamo, the Tom Thumb Museum and Breckenridge Park in San Antonio.

—By Betty Lynch

4-H DELEGATE. Paul Brooks, son of Thomas D. Brooks, Jennings, T&D-Engineering, was a delegate from Jeff Davis Parish 4-H Club to the annual Leadership Camp at Camp Grant Walker near Alexandria, Louisi-iana. Paul is a member of the Jennings 4-H Club and an outstand-ing member in all phase of club work.



VACATION bound, that was the by-word for the employees of Baton Rouge Gas these past months. Mr. and Mrs. J. C. Spengler, superintendent, Gas, enjoyed vacationing in Mexi-co during August. Mr. and Mrs. F. J. Bello, meter and regulator supervisor, visited relatives in North Carolina and then motored to Washington, D.C. and on down the East Coast to Florida on their vacation.

Mrs. Bobbie Vernon enjoyed a vaca-tion in Colorado Springs while her husband, Buddy, was there on reserve training duty. Mr. and Mrs. T. C. Varnado journeyed to Colorado, New Mexico, Old Mexico, and Arizona on a combined vacation and belated honey-moon.

Mr. and Mrs. M. C. Corkern, Baton Rouge Stores, and their daughter, Joycelyn, motored to Florida in August to enjoy the sun and fun in Pensacola. Mr. and Mrs. A. W. Carpenter, Gas Meter, and their son, Michael, recently returned from their vacation to the West Coast and Arizona. Mr. and Mrs. Jimmy Barrick, Engineering, and fami-ly spent three weeks camping in the Ozark Mountains where they enjoyed swimming, fishing, hiking, and the picturesque scenery. Mr. and Mrs. J. A. Leteff and family reported they had a wonderful vacation in Kentucky.

The Gas Department employees bade farewell to Gwen Salario recently when she quit to become a full-time house-wife. Taking Mrs. Salario's place is Billie Morrison. Mrs. Morrison will also be the department's PLAIN TALKS reporter.

—By Billie Morrison

MR. and Mrs. Al Gajeske, Baton Rouge Purchasing, motored to North Carolina, Washington and Williamsburg and down the coast to Alabama and Georgia on their vaca-tion.

Bill Wilkinson and his wife, Elinor, spent their vacation in Hendersonville, North Carolina, attending the Episco-pal Church Conference.

—By Ethel Sharp

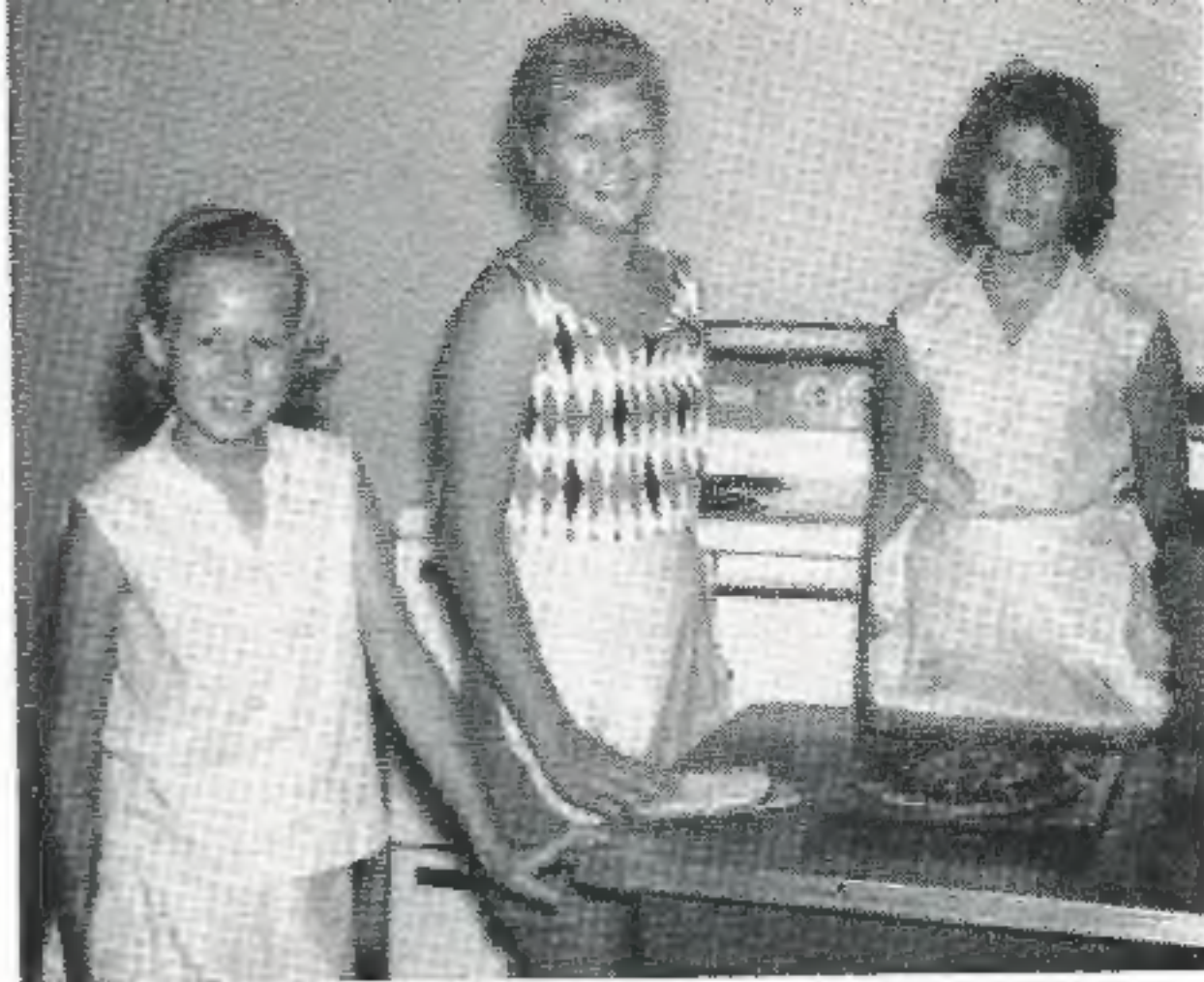
VACATIONING from Louisiana Sta-tion were: Gordon Mustin and family, who traveled through Arkan-sas, Texas and Louisiana. Red Williams enjoyed the mountains in North Carolina for the last three weeks in August. Judy Tucker reports Illinois is "the place" for a vacation. John M. May, who recently made fore-man, visited the "Gambling Capitol of the World" spending his newly ac-quired fortune. E. V. Wilson went to New Mexico for his vacation.

S. L. Adams has returned to work following his recent illness.

We, at Louisiana Station, welcome a new employee, Gary Diamond, a helper in the Test Department. Gary is a native of Baton Rouge and is married.

—By Gayle Miller

WILLOW Glen employees were happy to see A. J. Matherne, superintendent of Willow Glen Station, return from Georgia Institute of Tech-nology in Atlanta, Georgia, where he



LEARNING TO COOK ELECTRICALLY. Janice Cowen, daughter of Mr. and Mrs. R. C. Cowen, storeroom truckdriver; Inez Lauter, daughter of Mr. and Mrs. Gilbert Lauter, substation mechan-ic; and Bev Haltmar, daughter of Mr. and Mrs. John Haltmar, engineering assistant, all of Navasota, recently attended the Campfire Cook-ing Class conducted by Anita Pipkin, home service advisor.



WASHINGTON VACATION. Mrs. Doryce Junot, wife of Robert Junot, serviceman, Madisonville, and their twins, Jenny and Jackie, visit Lincoln Memorial with Mrs. Junot's brother, David Dale of Georgetown, Washington, D.C.



RECENT BRIDE. Janice Bonifazie, formerly local office clerk in Calvert, became the bride of Ernest Singletary, Navasota Substation, on July 28. Mrs. Singletary was presented an early American table lamp by the Calvert employees upon her resignation. The couple are now living in Navasota.



JULY BRIDE. Miss Dorothy Nell Sims, Beaumont IBM General Accounting, became the bride of Jerry Lee Buck in the United Pentecostal Church in Silsbee, Texas, on July 1.

had attended an Executive Course for four weeks. Mr. Matherne said he enjoyed the instructive and interesting course, even though there was a lot of work and studying to do.

—By Dora Landaiche

Feltius B. Stirling, Jr., son of **F. B. Stirling, Sr.**, Baton Rouge T&D-Engineering, received his degree in architecture from Louisiana State University on August 11.

—By Margie Force



RECENT BRIDE. Miss Mary Francis Pitre, daughter of Mr. and Mrs. L. J. Pitre, became the bride of Henry Gillette Duke III, son of Mr. Henry G. Duke II and the late Mrs. Duke, on July 15. They are now making their home in Huntsville, Alabama, where Mr. Duke is stationed with the U.S. Army. Mr. Pitre is employed in the Lafayette Garage.

Mr. and Mrs. Kenneth E. McCollugh, Louisiana Station, on the birth of their first child, a son, **Donnie Keith**, on July 26.

Mr. and Mrs. Martin C. Hebert on the birth of their daughter, **Lisa Ann**, on July 28, at Our Lady of the Lake Hospital in Baton Rouge. Mr. Hebert is employed in Baton Rouge Electric Service.

Mr. and Mrs. Larry Anderson on the birth of their son, **David Larry**, July 21, in St. Theresa Hospital, Beaumont. Mr. Anderson is employed in IBM Accounting, Beaumont.

Mr. and Mrs. Terry Wilburn on the birth of their daughter, **Kristi Lynn**. Mr. Wilburn is employed in the Front Street Substation in Orange. The mother, **Darlene**, is a former employee in Orange Accounting.

Mr. and Mrs. R. S. Alford on the birth of their daughter, **Connie Joy**, on August 15. Mr. Alford is employed in Baton Rouge Gas.

Mr. and Mrs. M. L. Thomas on the birth of their son, **John Lanson**, on August 16. Mr. Thomas is employed in Baton Rouge Gas Service.

Mr. and Mrs. Joe Bondurant on the birth of their daughter, **Alyson Ann**, May 26, in Baptist Hospital, Beaumont. Mr. Bondurant is an engineer in Beaumont T&D.

Mr. and Mrs. Dewey Lytle, on the birth of their son, **James Thomas**, June 27, in Baptist Hospital, Beaumont. Mr. Lytle is an engineer in Beaumont T&D.

Mr. and Mrs. Norman D. Head, engineer in the Rate Department, Beaumont, on the birth of their second daughter and fourth child, **Linda Sue**, on August 22.

Mr. and Mrs. Curtis C. LeBlanc, Port Arthur Meter, on the birth of their son, **Greggory Wilson**, August 23.

Mr. and Mrs. B. C. Bourgeois on the birth of their daughter, **Kit Ellen**, August 6. Mr. Bourgeois is an engineer assistant in the survey section of the Engineering Department in Baton Rouge.

GROWING with Gulf Staters



A HAPPY BOY. Christian Lionel Andersen is the five-months-old grandson of L. V. Dugas, manager, System Commercial and Industrial Sales, Beaumont. He is the son of Mr. and Mrs. Charles Andersen of Lake Charles. Mrs. Andersen is the former Martha Dugas,, daughter of Mr. and Mrs. Dugas.



TWIN BOYS. Eric Wayne and Mark Dwayne are the twin grandchildren of H. C. Hall, Plant Accounting, Beaumont. They are the sons of Mr. and Mrs. Charles Hall, Port Arthur. The mother, Anita, is a former employee in Baton Rouge Customers Accounts.

SEAT BELT "JACKPOT" DRAWING TO BE HELD IN DECEMBER

DON'T be like our friend in the picture. Make that saying read: "Look men, SAFETY BELTS!"

Frank Jones, safety director, Beaumont, announced this month that a Seat Belt "Jackpot" Drawing will be held December 5 for ten prizes of \$10 each. Winners in the contest will be announced in the December issue of PLAIN TALKS.

To be eligible all you have to do is be an employee of Gulf States Utilities Company and have seat belts in your personal vehicle. If you have seat belts in your car already or have them installed before December turn your name in to the System Safety Department through your supervisor.

No Winners in Final Hidden Slogan Contest

WITH last month's PLAIN TALKS we ended our Hidden Slogan Contest. We had a large response to our last chance appeal, but, to our sorrow we did not have any correct answers.

The correct answer was: "School days ahead, drive with care." The words were located on pages 9, 11, 16, 18, 21 and 22.

Safety Vacation Picture Contest Extended a Month

IN the May PLAIN TALKS we announced the rules for the Safety Vacation Picture Contest. The contest deadline was September 1, but it has been extended until October 1, so those who did not take their vacations until those last few weeks before school started will have time to have their pictures developed. Send your entries to Frank Jones, System Safety, Beaumont.

First prize—\$25, second prize—\$10 and three third prizes—\$5 each.



... and then
I said:
"Look men,
no safety belt!"



Forest fires menace most on weekends. More people are in the forest—and there's more chance for *man-caused* fires to flare; more chance for destruction—and terror!

It's a tragic and shameful fact that nine out of ten forest fires are *man-caused*—too often by the carelessness of a "weekender" who thoughtlessly flips away a smoke or a glowing match.

So when you're in the forest over a weekend—or on a Sunday drive or a picnic—be extra careful. Always follow Smokey Bear's rules:

Break matches—crush smokes—be SURE all fires are out!

Remember—
only **YOU** can prevent forest fires!

